**●Park Golf Globalization Plan Study●**

**Strategic approach to leap into global life and sports**

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**A Study on Park Golf Globalization Plan**

**『Strategic approach to leap forward into global life and sports』**

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**초록**

This study focuses on the phenomenon of park golf emerging as a new lifestyle sport in an aging society and spreading around the world, and seeks strategic ways for the successful globalization of park golf. Park golf started in Japan and has grown rapidly mainly in Korea, and has recently expanded its territory to various regions such as Europe and the Americas. However, inconsistencies in international rules, lack of professional training system, and lack of systematic global marketing strategies remain major challenges in the globalization of park golf. This study analyzes the internationalization status of park golf in depth through literature research, case analysis, and expert interviews, and presents specific globalization strategies from various aspects such as international standards, professional training, revitalization of international competitions, use of digital platforms, linkage of sports diplomacy and cultural exchanges, and policy support from government and local governments. Through this strategic approach, it is expected that park golf will be able to establish itself as a global lifestyle sport that contributes to the health promotion and social interaction of people around the world, beyond just a leisure sport

**Key words:** Park golf, globalization, lifestyle and sports, internationalization strategy, aging society, sports diplomacy

**Chapter 1 Introduction**

**1.1 Background and Purpose of the Study**

The 21st century is a time when social demands for improving the quality of life are increasing along with an aging population that is progressing at an unprecedented speed. Amid these changes, the importance of physical education for living a healthy and active old age life is becoming more prominent. In particular, as the demand for sports that anyone can easily access and enjoy increases, Park Golf, which originated in Hokkaido, Japan, is attracting attention as a new lifestyle sport that can encompass all generations. Park golf is spreading rapidly based on the advantages of simplification of equipment, high accessibility of venues, and low cost structure. In Korea, it has grown explosively since its introduction in the early 2000s and has become one of the pillars of daily physical education, and in recent years, it has expanded beyond China, Taiwan, and Southeast Asia to Europe and the Americas. International organizations such as the World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU) have been established to make efforts to globalize park golf by unifying international rules, training leaders, and holding international competitions.

However, the internationalization of park golf is still in its infancy, and there is a strong tendency to rely on the self-sustaining dissemination of each country rather than a systematic strategy. As a result, it faces various challenges such as inconsistency in national rules, lack of professional training system, and lack of global marketing strategy. In order for park golf to grow into a true global sport, it is urgent to overcome these limitations and come up with a more professional and specific internationalization plan. The purpose of this study is to analyze in depth the current period of internationalization of park golf and to propose appropriate internationalization strategies and implementation plans. Specifically, it comprehensively examines the history and development process of park golf, the current status at home and abroad, and the problems and challenges that appear in the process of internationalization. Based on this, we will present practical strategies for the globalization of park golf from various aspects, such as international standardization, training of professional personnel, revitalization of international competitions, use of digital platforms, linkage of sports diplomacy and cultural exchange, and policy support from the government and local governments. Ultimately, this study aims to establish park golf as a global lifestyle sport that contributes to the health promotion and social exchange of people around the world, beyond a simple leisure sport, and furthermore, to provide the theoretical and practical foundation necessary to grow into a new alternative to an aging society and one of the pillars of the sports industry.

**1.2 Scope and methods of the study**

This study establishes the following research scope and methods to explore the globalization of park golf from various angles.

**1.2.1 Scope of study**

★**Concept and History of Park Golf**: This course examines the definition of park golf, its origin, and its development in Japan and Korea.

★**Current status of park golf at home and abroad:** This course analyzes the current status and characteristics of park golf in major countries and regions such as Korea, Japan, and Europe and the Americas.

★**Analysis of International Organizations**: This course analyzes the roles and activities of major organizations that lead the internationalization of park golf, such as the World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU).

★**Current Status and Challenges of Internationalization**: In addition to the achievements in the process of internationalization of park golf, this course provides an in-depth analysis of major inhibitors such as inconsistency of rules, lack of human resource training, cultural barriers, and lack of marketing strategies.

★**Characteristics of each period of internationalization**: The globalization process of park golf is divided into three periods: introduction period, growth period, and expansion period, and the characteristics, major achievements, and limitations of each period are analyzed.

★**Globalization Strategy and Policy Proposal**: Present specific globalization strategies such as international cooperation, international competitions, education and qualifications, digital platforms, sports diplomacy, and government and local government support.

★**Expected effects**: It presents the expected effects of globalization of park golf, such as the spread of global life and sports, response to an aging society, economic effects, and promotion of cultural exchanges.

**1.2.2 Research Methods**

**★Literature Research**: Collect and analyze information on the history, current status and internationalization of park golf by extensively reviewing academic papers, research reports, domestic and foreign media articles, related associations and federations, and government and local governments' policy data.

**★Case Study**: This course analyzes the cases of Japan and Korea, the major distribution countries of park golf, and compares and examines the cases of new distribution regions such as Europe and the Americas to understand the internationalization strategies and limitations of each country.

**★Expert Interviews**: Through interviews with park golf-related associations and federations, professional leaders, and academic experts, we will gather voices and expert insights on the globalization of park golf.

**★Comparative analysis**: By comparative analysis of the internationalization strategies of similar sports such as gateball and mini golf, implications applicable to the globalization of park golf are derived.

**★Statistical data analysis**: Analyze related statistical data such as park golf population, number of park golf courses, and number of tournament participants to objectively grasp the growth trend and internationalization trend of park golf.

**1.3 Review of Prior Research**

Prior research on park golf at home and abroad has mainly been conducted in the following aspects.

**★Health promotion effects**: There has been a lot of research on the positive effects of park golf on the physical and mental health of older adults. Regular physical activity improved cardiovascular health, improved muscle strength and flexibility, relieved stress, and improved cognitive function.

**★Leisure activities for the elderly**: There are many studies on how park golf contributes to the leisure use of the elderly and the improvement of their quality of life..

**★Community revitalization: Research was** also conducted on the ripple effects of creating park golf courses and hosting tournaments on the local economy, job creation, and local image enhancement.

However, systematic research on the internationalization strategy of park golf is still insufficient. Most of the research focuses on domestic dissemination and revitalization, and there is a lack of specific strategic proposals or in-depth analysis from an international perspective for park golf to grow into a global sport. This study aims to fill the gap in existing research and analyze the internationalization process of park golf from various angles to suggest a practical direction for the development of park golf as a global sport. In particular, it focuses on identifying the complex aspects of park golf globalization through the role of international organizations, comparison of cases by country, and analysis of characteristics by period, and deriving actionable strategic proposals based on this.

**Chapter 2 Overview and Development Process of Park Golf**

**2.1 Definition and history of park golf**

Park Golf is a compound word of 'Park' and 'Golf', and it is a variant of golf designed to be easily and safely enjoyed by anyone in public places such as parks. Compared to traditional golf, park golf has a simplified course length and number of clubs, and the game is simple, making it especially suitable for seniors and beginners. It has the advantage of being able to enjoy it with only one club and a ball, so there is less burden on equipment, and it is easy to create it in urban parks or idle sites because it does not require a large space.

Park golf was first started in 1983 in Makubetsu Town, Hokkaido, Japan. At that time, Makubetsu Town was looking for a new sport that residents could enjoy together as part of a plan to revitalize the area, and the idea of "golf in the park" was conceived, and Park Golf was developed. In the early days, it was mainly introduced for the purpose of improving the health of the elderly and leisure activities, but gradually it became popular with families and young people, and spread throughout Japan. In Japan, park golf has become an important element of local community revitalization and welfare policies for the elderly beyond just a sport.

**2.2 Current Status of Domestic and International Development**

**2.2.1 Japan**

Japan is the birthplace of park golf and the world's largest supply. Park Golf, which began in 1983 in Makubetsu Town, currently has more than 1,400 official courses across Japan, and is actively operating nationwide tournaments led by the Japan Park Golf Association (JPGA). Park golf in Japan has developed in close connection with school sports, welfare programs for the elderly, and community regeneration policies. In particular, local community-based operation is a strength, and park golf is recognized as an important lifestyle sport that contributes to the health promotion and social exchange of residents. However, it tends to focus on expanding domestic demand rather than internationalization policies, and the will to standardize its own regulations and competition culture internationally is relatively insufficient.

**2.2.2 South Korea**

Korea is one of the fastest-growing countries since the introduction of park golf in earnest in the mid-2000s. In 2004, a 9-hole park golf course was built on the banks of the Han River in Yeouido, Seoul, marking the first start of park golf in Korea. Since then, it has begun to be in the spotlight as a low-intensity sport suitable for an aging society and an economical leisure activity, and local governments have actively promoted the park golf course expansion project. As of 2024, more than 405 park golf courses are in operation nationwide, and 120 more are scheduled to be built within four years. Various organizations such as the Korea Park Golf Association and the Korea Professional Park Golf Promotion Association are actively working to strengthen the sports status of park golf by holding nationwide tournaments and operating professional instructor training programs. In particular, as the domestic market enters the saturation stage, it is actively seeking overseas expansion strategies, and it is evaluated as a country with high potential for private-public collaboration.

**2.2.3 Other countries (Mongolia, Taiwan, Europe, Americas, etc.)**

**Mongolia**: With the support of Korea, we are rapidly building park golf infrastructure, and we are developing park golf in connection with national sports policies through active government bidding and international competitions.

**Taiwan**: Park golf is being spread through programs for the elderly centered on sports welfare, and it is gradually spreading.

**Europe**: Some European countries, such as Germany, France, the Czech Republic, and Finland, are raising awareness of park golf through trial introductions and demonstration matches. In particular, it is likely to emerge as a health and welfare sport through linkage with the European Union's 'Active Aging' policy. However, it is still in the early stages of popularization, and systematic marketing and institutional maintenance are required.

**Americas**: In the United States and Canada, park golf is gradually spreading mainly among the Korean community. In Florida, California, and Vancouver, park golf courses are operated under the leadership of the Korean Association, and international exchanges are conducted in the form of invitations to global tournaments. However, there is still a lack of general awareness of park golf, and it is necessary to explain its differentiation from golf culture and to develop a systematic marketing strategy.

**2.3 Analysis of the World Park Golf Federation (WPGF) and related organizations**

For the international spread and systematic development of park golf, the role of international federations and organizations is very important. Currently, the major organizations leading the globalization of park golf are the World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU).

**2.3.1 세계파크골프연맹 (WPGF, World Park Golf Federation)**

WPGF is an international organization established for the purpose of globalizing park golf, and plays the following key roles.

**★Establishment and dissemination of international rules: It is**  responsible for establishing and disseminating international standard rules so that park golf clubs around the world can enjoy the game under uniform rules. This is essential to ensure the fairness and authority of international tournaments.

★**International Leader Qualification System**: The qualification system is operated to strengthen the competencies of professional park golf instructors and provide international-level education. This contributes to improving the quality of park golf education programs and fostering globally recognized professionals.

★**Host World Championships and Continental Tournaments**: Regularly host prestigious international tournaments such as the World Championship, Asia Cup, and European Cup to provide a competitive arena for players and contribute to enhancing the international status of park golf.

★**Technology exchange and partnership establishment between countries**: Promote technology exchange through cooperation with park golf associations and organizations in each country and establish partnerships for the global spread of park golf.

**2.3.2 국제파크골프연맹 (IPGU, International Park Golf Union)**

IPGU is an international organization recently established to promote the professionalization and globalization of park golf, mainly in Korea. It is showing active activities such as holding a general meeting in Seoul in 2024, and is focusing on enhancing the competitiveness of park golf and strengthening its academic foundation in cooperation with the Korea Professional Park Golf Promotion Association and the Korea Golf Science Association. Together with the WPGF, IPGU is expected to play an important role in raising the international status of park golf and developing it into a world-class sport.

**2.3.3 National associations and organizations**

In addition to the WPGF and IPGU, there are regional federations or associations in each country, and park golf is developed according to the regulations and culture of each country. Japan's JPGA, Korea's Korea Park Golf Association, and the European Park Golf Federation are representatives. These national associations play a key role in the spread and revitalization of park golf in Korea, and contribute to the globalization of park golf through cooperation with international federations. The establishment of a close cooperation system between them is emerging as an important task for the global expansion of park golf.

**Chapter 3 Current Status and Challenges of Park Golf Internationalization**

Park golf has spread rapidly mainly in Asia, and in recent years, it has been gradually internationalized to Europe, North America, and Central and South America. Through the activities of international organizations such as the World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU), the following internationalization achievements have been shown.

**3.1 Analysis of the current state of internationalization**

The internationalization of park golf is progressing in various ways depending on the region. In the Asian region, park golf is actively spreading mainly in Japan, the birthplace of park golf, and Korea, which is growing rapidly, and park golf is also spreading in Mongolia, Taiwan, China, and Vietnam through international tournaments, associations, and connections with public sports facilities. These areas have a high level of awareness of park golf and relatively high acceptance as a lifestyle sport.

In Europe, park golf has begun to be introduced in some countries such as Germany, France, and the Czech Republic. In these countries, park golf is mainly promoted through experience-oriented demonstration games or local promotional activities, and it is still in the early stage of popularization. It is characterized by the fact that it is exploring the possibility of a health and welfare sport in connection with the European Union's 'Active Aging' policy.

In the Americas, park golf is spreading in the United States, Brazil, and Chile, but it is mainly spread among the Korean community. International exchanges are sometimes conducted in the form of invitations to global competitions, but there is still a strong tendency to rely on informal channels or community-based spreads. This is due to a lack of awareness of park golf and a lack of explanation of its differentiation from golf culture.

As such, the internationalization of park golf is **being achieved through informal channels,** Korean communities, and regional connection projects, and there is still a lack of systematic strategies or institutional links between countries**.**

**3.2 Analysis of cases in each country**

It is important to analyze the cases of major countries in order to understand the internationalization of park golf in more depth.

**3.2.1 Japan**

As the home of park golf, Japan has a strong tendency to focus on domestic demand expansion rather than internationalization policies. With the Japan Park Golf Association (JPGA) at the center, a close collaboration system between the government, local governments, and associations has been established to use park golf as an important means of welfare for the elderly and regional revitalization.

There are more than 1,400 courses nationwide, and they have been developed in connection with school sports. However, due to the lack of will to standardize its own regulations and game culture, it is passive in unifying international rules or institutional linkage. This suggests that Japan's role in the international spread of park golf may be limited.

**3.2.2 South Korea**

Korea is moving to lead globalization with the rapid growth of park golf. The Korea Park Golf Association and the Korea Professional Park Golf Promotion Association are leading the hosting of world tournaments and the introduction of the coach qualification system, and are actively seeking overseas expansion strategies as the domestic market enters the saturation stage. Korea has great potential for internationalization in that it has a high potential for private-public collaboration, and efforts are being made to strengthen the sports status of park golf.

In particular, attempts to demonstrate international leadership, such as holding the General Assembly of the International Park Golf Federation (IPGU) in Seoul, are outstanding.

**3.2.3 Europe and Americas**

Europe and the Americas are in the early stages of popularization, where awareness of park golf is still insufficient. In these regions, it is important to effectively explain that park golf is a sport that is similar to golf but has a differentiated charm. In particular, in areas with strong golf culture, park golf should be opened up by highlighting its low cost, high accessibility, and the advantages that anyone can enjoy it. Systematic marketing and system maintenance are urgently needed, and it is necessary to establish a dissemination strategy that suits the local culture.

**3.3 Analysis of Factors Inhibiting Internationalization**

Despite the tangible results of the internationalization of park golf, there are the following major challenges and obstacles.

**3.3.1 Inconsistency of Institutions and Rules**

One of the biggest factors hindering the internationalization of park golf is the different rules and equipment standards for each country. There are also differences in the detailed rules of the game between major countries such as Japan and South Korea, which can cause confusion when holding international tournaments or promoting overseas distribution, and can hinder the spread of park golf. The lack of international standardized regulations is a limitation in ensuring that park golf clubs around the world can enjoy the game under the same conditions wherever they are.

 **3.3.2 Lack of leadership training and qualification standards**

Each country's leader certification system is not uniform, making it difficult to recognize each other, and there is a lack of an internationally accepted qualification system. This restricts the international exchange and activities of park golf professionals, and makes it difficult to train local leaders when disseminating overseas. There is an urgent need to prepare a systematic education curriculum and an international qualification system.

**3.3.3 Language and cultural barriers**

Park golf-related materials are mainly concentrated in Japanese and Korean, so English-based materials are lacking. This is a major obstacle to its spread to non-Asian countries. In addition, a one-sided dissemination strategy that does not take into account the cultural characteristics and leisure preferences of each region may reduce the acceptance of local people. It is necessary to develop a dissemination strategy tailored to the local culture and develop multilingual promotional contents.

**3.3.4 Lack of a global marketing strategy**

The global brand image of park golf itself has not yet been established. Compared to traditional sports, it is less well known, and international promotion activities are insufficient, so it is not possible to effectively convey the charm of park golf to potential clubbers. It is urgent to develop active promotion and marketing strategies using social media and digital platforms.

**3.3.5 Infrastructure imbalances and financial limitations**

There is often a lack of financial support for the creation and maintenance of park golf courses, and there is a large gap in the level of infrastructure by country. In particular, developing countries or countries where park golf is in its early stages are experiencing difficulties in building infrastructure. This acts as a factor that hinders the balanced international spread of park golf.

**3.3.6 Lack of research and scholarly activity**

Academic research on park golf is mainly focused on health promotion and leisure activities, and there is a lack of research on internationalization strategies or sports scientific approaches. This weakens the theoretical foundation of park golf and acts as a limitation in establishing a systematic development strategy. Active research activities by academic organizations such as the Korean Golf Science Society are required.

**Chapter 4 Characteristics of the Internationalization of Park Golf**

The internationalization of park golf is developing through the stages of cultural acceptance, institutional settlement, and global network formation, beyond simple overseas dissemination.

This chapter divides the globalization process of park golf into three periods: introduction, growth, and expansion, and analyzes the characteristics, major achievements, and limitations of each period in depth.

**4.1 First Period: Introduction Period (1983 ~ Early 2000s)**

**4.1.1 Features and Background**

The introduction period of park golf refers to the period from 1983 when park golf was first devised and put into practical use in Makubetsu Town, Hokkaido, Japan, to the early 2000s. This was the stage when the concept of park golf was established and its spread began to be spread to small regional units in Japan. At that time, Japan was aging rapidly, and social interest in improving the health of the elderly and leisure activities was increasing. In order to meet these social needs and promote regional revitalization, Makubetsu Town has developed park golf as a new sport that anyone can enjoy easily and safely.

Park golf during this period was mainly established as a leisure activity for the purpose of welfare of the elderly and regional revitalization. Compared to traditional golf, the equipment is simpler and less expensive, and it can be easily enjoyed in public places such as parks. However, there was little overseas distribution, and the development of park golf was entirely centered on the Japanese domestic market. There was little discussion about international exchange or expansion.

**4.1.2 Key Activities and Achievements**

During the introduction period, there were the following major activities and achievements.

★**Establishment of associations and rule making in Japan**: The Japan Park Golf Association (JPGA) was established to establish the rules of the game and lay the foundation for the spread and development of park golf in Japan.

★**Formation of a competition culture centered on regional competitions**: Small-scale park golf tournaments were held in various regions of Japan, which contributed to revitalizing exchanges among local residents and increasing interest in park golf.

★**Linking welfare for the elderly and regional revitalization**: Park golf has been used as a means to promote the health of the elderly and induce social participation in connection with Japan's welfare policy for the elderly

**4.1.3 Limitations**

The introduction period was an important period that laid the foundation for park golf, but it had the following limitations.

★**Lack of international exchange**: Park golf has only developed in Japan and has little interaction with other countries, which means that park golf has not laid the foundation necessary for it to grow into an international sport.

★**Lack of rule standardization**: The rules enacted in Japan did not take into account international applicability, and there was no strategy for spreading them to other countries.

★**Lack of institutional support**: There was a strong tendency to rely on private-led spontaneous development rather than systematic institutional support from the government or local governments.

**4.2 Phase 2: Growth Period (Mid 2000s ~ 2015)**

**4.2.1 Features and Background**

The growth period was from the mid-2000s to 2015, when park golf began to spread beyond Japan to Asian countries such as Korea, Taiwan, and Mongolia. During this period, park golf began to be introduced as a part of sports welfare and local cultural projects beyond simple leisure activities.

In particular, in Korea, with the advent of an aging society, the demand for healthy and economical leisure activities has increased, and park golf has achieved explosive growth. In addition, it is an important feature of this period that park golf began to expand overseas, centering on the Korean community living overseas.

**4.2.2 Key Activities and Achievements**

During the growth period, there were the following major activities and achievements.

★**Rapid growth of park golf in Korea**: With the establishment of the Korea Park Golf Association, park golf tournaments were actively held at the national level in Korea. With the active support of local governments, park golf courses were expanded nationwide, and the status of park golf as a lifestyle sport was established as the population of park golf increased rapidly.

★**Establishment of the World Park Golf Federation (WPGF) and hosting of international competitions**: The establishment of the World Park Golf Federation (WPGF) in the late 2000s laid the official organizational foundation for the internationalization of park golf. The WPGF began to lead the international spread of park golf by standardizing international rules, operating an international coach qualification system, and hosting world and continental tournaments. This was an important turning point for park golf to begin to take shape as an international sport.

★**Spread to Mongolia and other Asian countries**: Mongolia has accelerated its spread to the Asian region by introducing park golf in connection with its national sports policy and building infrastructure with Korea's support.

★**The starting point of systematizing leader education and credentialing:** As the international coach education and qualification system began to be discussed and systematized around the WPGF, the foundation for the training of park golf professionals was laid.

**4.2.3 Limitations**

During the growth period, important progress was made in the internationalization of park golf, but it had the following limitations.

★**Lack of cross-border coordination**: Despite the establishment of the WPGF, there was still a lack of close cooperation and information exchange between national park golf associations.

★**Lack of public support:** Systematic public support from governments and international organizations for the international spread of park golf was still insufficient. Most internationalization efforts tended to rely on voluntary activities of private organizations.

★**Weakness of the institutional foundation**: Although international rule standardization and qualification certification systems have begun to be prepared, the institutional foundation is still in the early stages, and the institutional foundation is weak, which has limited the fairness of international competitions and the international activities of professionals.

**4.3 Phase 3: Expansion (2015 ~ Present)**

**4.3.1 Features and Background**

The expansion period has been since 2015, and it is a time when park golf has entered the stage of globalization in the true sense of the word, as it has spread beyond Asia to Europe, the Americas, and Latin America. During this period, the possibility of park golf being used as a means of sports diplomacy and cultural exchange expanded beyond simple sports.

In particular, since the COVID-pandemic, as it has attracted attention as an outdoor sport suitable for social distancing, interest and demand for park golf have skyrocketed around the world. With the establishment of park golf associations in each country and the increase in participation in international tournaments, the international status of park golf has been further strengthened.

**4.3.2 Key Activities and Achievements**

The expansion period saw the following major activities and achievements.

★**Accelerating global spread**: The introduction and spread of park golf in new countries such as Brazil and the Czech Republic accelerated the geographical spread of park golf. This showed the potential of park golf as a universal sport that is not limited to a specific region.

★**Revitalization and diversification of international competitions:** Prestigious international tournaments such as the World Championships and the Europe-Asia Exchange Tournament were held regularly, providing an international playing field for players and contributing to the enhancement of the sporting value of park golf.

In addition, as various types of international tournaments were planned, interest in park golf increased.

★**Implementation of International Leader Credentialing**: With the launch of the international leader certification system centered on the WPGF, important progress has been made in strengthening the international competencies of park golf professionals and establishing uniform educational standards.

★**Used as a means of sports diplomacy and cultural exchange**: Park golf began to be recognized as an important means of sports diplomacy and cultural exchange between countries.

★**The beginning of the use of digital platforms**: The sharing of information online, the management of game records, and the use of social media for public relations have begun, presenting new possibilities for the popularization and globalization of park golf.

**4.3.3 Current challenges**

The expansion period was a time of significant progress in the globalization of park golf, but it still faces the following challenges.

★**Lack of international unified regulations**: Despite the efforts of international organizations such as the WPGF and IPGU, there are still different rules and equipment standards for different countries, so there is an urgent need for international unified regulations.

★**Differences in leadership development systems**: Although international leadership certification systems have been implemented, there are still gaps in each country's leadership development system and education level, limiting the international activities of professionals.

★**Lack of digital promotion and global brand**: Park Golf's global brand image has not yet been established, and systematic promotion and marketing strategies using digital platforms are insufficient.

★**Infrastructure imbalance:** Despite the global spread of park golf, there is still a large gap in the level of park golf infrastructure by country.

★**Lack of academic research and data**: There is still a lack of in-depth academic research and objective data on the internationalization strategy or sports scientific approach of park golf. This serves as a limitation in the establishment of a systematic development strategy for park golf.

In the next chapter, we will present a specific strategic approach to overcome these challenges and make park golf a truly global sport.

**Chapter 5 Park Golf Internationalization Strategy and Policy Proposal**

The internationalization of park golf requires a strategic approach to establish it as a lifestyle sport for people around the world, beyond just the spread of sports.

This chapter presents specific strategies and policy proposals to accelerate the internationalization of park golf and promote sustainable development in various aspects such as organizational system, tournament management, educational qualifications, digitalization, cultural diplomacy, and policy support.

**5.1 Strengthening international cooperation and networks**

In order to raise the international status of park golf and systematically spread it, it is essential to strengthen the cooperation network between countries. This is an important foundation for ensuring consistency in international rules and setting a common direction for development.

**5.1.1 Signing of a Memorandum of Understanding (MOU) and holding regular meetings**

The World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU) should actively promote the signing of a memorandum of understanding (MOU) between park golf associations in each country.

The MOU can elicit practical cooperation by specifying specific areas of cooperation, such as standardization of rules, exchange of leaders and referees, and joint public relations activities. In addition, regular international conferences and workshops should be held to share the current status of park golf in each country and to seek solutions to current problems. This will contribute to enhancing understanding between countries and strengthening joint efforts for the global development of park golf.

**5.1.2 Establishment of Continental Cooperation Network**

Led by the WPGF, we need to establish a cooperative network for each continent such as Asia, Europe, and the Americas to establish and implement a park golf development strategy that suits the characteristics of the region. For example, in Asia, considering the rapid spread of park golf, it can focus on infrastructure expansion and professional training, and in Europe and the Americas, it can focus on promotional activities to raise awareness of park golf and attract new club members. Continental networks will play an important role in maintaining international unity while reflecting the specificity of each region.

**5.1.3 Seeking cooperation with international sports organizations**

In order to further solidify the international status of park golf, it is necessary to actively explore the possibility of cooperation with authoritative international sports organizations such as the International Olympic Committee (IOC) and the UNESCO Sports Section. Cooperation with these organizations can be an important stepping stone for Park Golf to explore the possibility of developing into an Olympic sport beyond just a lifestyle sport and to raise awareness as an international sporting event. In addition, the strategy of highlighting the social contribution of park golf in connection with UNESCO's values, such as promoting peace and sustainable development through sports, is also effective.

**5.1.4 Promote technology and personnel exchanges**

We need to revitalize the exchange of park golf technology and manpower between countries. For example, it is possible to transfer Korea's advanced park golf course design and construction technology to overseas countries and to invite excellent overseas leaders and players to contribute to the development of domestic park golf. In addition, it is necessary to enhance the fairness and professionalism of international competitions through mutual dispatch of international referees and operating personnel, and to secure human resources necessary for the development of park golf in each country.

**5.2 Systematization and Promotion of International Competitions**

Holding regular international tournaments is a key strategy to raise the status of park golf and attract public interest. Through systematic tournament management and effective promotion, park golf should grow into a global sports event.

**5.2.1 Systematizing Regular Conventions**

Regular international competitions such as the World Championship, Asian Cup, and European Cup should be systematically operated. The goal is to hold the world championship once a year, and continental leagues should be operated to provide athletes with opportunities to compete continuously. The criteria for selecting the host country should be clarified, and the authority of the tournament should be enhanced by selecting the host country through a transparent and fair process. In addition, the competition operation manual should be developed in accordance with international standards, and international training for referees and management personnel should be strengthened to improve the quality of the competition.

**5.2.2 Establishment of a global PR platform**

In order to increase the global recognition of park golf, it is necessary to build a global website and actively promote it by producing multilingual SNS content. The website should contain all the information about park golf, such as international regulations, tournament schedules, player rankings, and news from each country, and be available in various languages. Major social media platforms such as YouTube, Instagram, and Facebook should be used to create and spread interesting video content that includes highlights of park golf matches, tutorial videos, player interviews, and the health promotion effects of park golf. This will promote the influx of young people and contribute to building a positive image of park golf.

**5.2.3 Participation in conjunction with international sports exhibitions and tourism expos**

Park golf booths should be operated at large-scale international events such as international sports exhibitions and tourism expos to provide opportunities to experience park golf firsthand, and to actively promote the charm of park golf. This is effective in influx of potential clubs and support the overseas expansion of park golf-related industries. In addition, it is necessary to strengthen publicity through mainstream media such as international broadcasting networks and sports channels to raise public awareness of park golf.

**5.2.4 Securing Participants and Conducting National Team Selection Tournaments**

It is important to have enough participants for the successful hosting of international competitions. Each national association should systematically operate the national team selection tournament to support excellent players to participate in international competitions. In addition, it is possible to establish an online registration system so that participants can conveniently register for the competition, and to provide various incentives for international participants.

**5.3 International integration of education and qualification schemes**

For the qualitative growth and international expansion of park golf, it is essential to train professional leaders and referees, and for this purpose, international integration of education and qualification systems is urgently needed.

**5.3.1 Establishment of the International Integrated Leader Certification Scheme (I-LIC)**

Currently, the different qualification standards for leaders in each country should be unified through the International License for Instructors of Park Golf (I-LIC) led by the WPGF. I-LIC should strengthen professionalism by subdividing grades such as Level ~, and cultivate leaders with international competencies through e-learning multilingual tests and parallel evaluation of theory and practice.

**5.3.2 e-learning-based multilingual qualification courses**

It is necessary to operate an e-learning-based multilingual qualification course so that people can receive park golf education without time and space restrictions. Online theoretical education and regional practical assessments should be conducted in parallel to increase the efficiency of education and improve accessibility for overseas learners. Educational content should contain comprehensive content such as the history, rules, technology, course management, safety rules, and psychological elements of park golf, and be translated into various languages.

**5.3.3 Training and dispatching international referees**

For the fair and smooth conduct of international competitions, international referee training programs should be strengthened and a system for sending referees to international competitions should be established. International referees should be familiar with the uniform application of rules and judging standards, and should be trained to have international sportsmanship. This will contribute to increasing the prestige of international competitions and ensuring that athletes can compete in a fair environment.

**5.3.4 Expanding cooperation with universities and professional educational institutions**

As in the case of the establishment of the 'Park Golf Management Department' at Daegu Youngjin College, it is necessary to expand cooperation with universities and specialized educational institutions to open park golf-related departments and continue to produce professionals through systematic education courses. In addition, it is necessary to build an international park golf education network through exchanges with overseas universities and educational institutions, and to seek ways to attract overseas students and support the overseas expansion of domestic manpower.

**5.4 Digital Platforms and Global Content Strategy**

We need to actively use digital technology to accelerate the popularization and globalization of park golf, promote the influx of young people, and transform the image of park golf into a modern sport.

**5.4.1 Official Mobile App & Global Website Building**

 An official mobile app for park golf clubs should be developed to manage game records, create scorecards, support club activities, and provide community functions. By providing park golf course information, tournament schedules, real-time match results, and player rankings through the app, user convenience can be increased and interest in park golf can be aroused. In addition, a global website should be established to provide all information about park golf in multiple languages, such as international regulations, country-specific news, and participation applications.

**5.4.2 Video Content and Tutorial Production**

Social media platforms such as YouTube and Instagram should be used to promote the charm of park golf and attract the public's attention through various video contents. It is necessary to produce and spread interesting video content that includes park golf game highlights, lesson videos, tutorials, club activities, and the health promotion effect of park golf. In particular, introductory guide videos and advanced technical tutorials for beginners should be produced in multiple languages and used for overseas distribution.

**5.4.3 Introduction of data-based park golf system**

IoT (Internet of Things) technology can be used to build a system that collects and analyzes park golf game data. By converting players' swing posture, ball speed and direction, and game records into data, personalized feedback can be provided and training efficiency can be improved. In addition, it can be used to improve the efficiency of park golf course operation by analyzing the current status of park golf course use, popular courses, and congestion by time zone. This data-based approach will contribute to the development of park golf as a more scientific and systematic sport.

**5.4.4 Review of e-sports and virtual park golf introduction**

From a long-term perspective, the introduction of e-sports and virtual park golf should be reviewed to further promote the influx of young people and create a new market for park golf. It is necessary to provide opportunities to enjoy park golf in more diverse forms by developing park golf simulators using virtual reality (VR) technology and holding online park golf tournaments. This will play an important role in increasing the popularity of park golf and making it more attractive to future generations.

**5.5 Sports Diplomacy and Cultural Exchange Cooperation Strategy**

Park golf should be used as a means of international cultural exchange to develop it as a tool for sports diplomacy and promote understanding and friendship between countries.

**5.5.1 Cooperation with international cultural exchange projects**

The Ministry of Foreign Affairs and the Ministry of Culture, Sports and Tourism should develop a park golf program in connection with international cultural exchange projects. For example, you can consider running a park golf experience booth in conjunction with Hallyu cultural events, or including a park golf demonstration game in an international cultural festival. This will contribute to promoting Korean culture through Park Golf and at the same time raising the international recognition of Park Golf.

**5.5.2 Sports camp and friendly match for overseas Koreans**

In collaboration with overseas embassies, local Korean associations, and sports associations, park golf sports camps and friendly matches for overseas Koreans should be held. This can be an opportunity to support the health promotion and leisure activities of overseas Koreans, and at the same time, expand exchanges with the local society through park golf. In addition, it is necessary to develop a park golf program for multicultural families to build an image as a sport that respects and embraces cultural diversity.

**5.5.3 Youth Global Leadership Camp Alignment**

Park golf programs should be linked to the Youth Global Leadership Camp to introduce park golf to future generations, and provide opportunities for leadership development and international exchange through sports. This will contribute to nurturing potential club members and leaders for the long-term development of park golf.

**5.5.4 Establishing CSR partnerships with private companies**

Through social responsibility (CSR) partnerships with global companies, it is necessary to attract sponsorship and resources necessary for the internationalization of park golf. By promoting the creation of park golf courses, equipment support, and sponsorship of international competitions in connection with corporate social contribution activities, it is possible to increase the social value of park golf and enhance the positive image of the company.

**5.6 Policy support from the government and local governments**

The globalization of park golf is limited by private efforts alone, and active policy support from the government and local governments is essential. This will be a powerful driving force for Park Golf infrastructure expansion, institutional foundation, and revitalization of international exchange.

**5.6.1 Infrastructure expansion and budget support**

Budget support for the creation and expansion of park golf courses is the most basic policy support. Currently, the number of park golf courses is still insufficient compared to the rapid increase in the number of park golf people. The government and local governments should continue to expand park golf infrastructure by discovering idle sites, supporting construction costs, and converting existing facilities into park golf courses.

In particular, guidelines should be prepared for the creation of eco-friendly park golf courses, and sufficient budget should be secured for maintenance and management to provide a pleasant and safe environment.

**5.6.2 Improvement of relevant laws and systems**

For the systematic development of park golf, it is necessary to improve related laws and systems. It may include preparing standards for the installation and operation of park golf courses, strengthening safety management regulations, and preparing a legal foundation for fostering park golf-related industries. In addition, it is necessary to officially recognize park golf as a lifestyle sports event and consider expanding administrative and financial support for related organizations. This will raise the social status of Park Golf and provide a foundation for stable growth.

**5.6.3 International exchange and publicity support**

The government and local governments should actively support the international exchange and promotion activities of park golf. By supporting the hosting and hosting of international park golf tournaments, operating exchange programs with overseas park golf organizations, and supporting participation in overseas exhibitions, it should contribute to raising the international recognition of park golf and promoting the excellence of Korean park golf. In addition, it is possible to explore ways to support activities to promote and disseminate park golf overseas by utilizing overseas embassies and the Korean Cultural Center.

**5.6.4 Support for the development of the park golf industry**

The development of park golf-related industries (equipment, clothing, supplies, education, etc.) is also an important part of policy support. The competitiveness of the park golf industry should be strengthened by supporting R&D, start-ups, and overseas market entry for park golf-related companies. This will contribute to the development of the national economy along with the creation of new jobs. In particular, policy support to induce the transition to high-value-added industries, such as the development of eco-friendly materials and the application of smart technology, is required.

**Chapter 6 Expected Effects and Conclusions of the Internationalization of Park Golf**

**6.1 Potential global spread of park golf**

Park golf has low entry barriers and simplified facilities and equipment, so it is a sport with the possibility of spreading across borders and ages. In particular, compared to traditional golf, it requires less time, space, and economic burden, so it is likely to be accepted in various countries, including developing countries. These characteristics provide a strong potential for park golf to spread to the lifestyle sports of people around the world. If the internationalization strategy is systematically implemented, park golf can spread to universal life sports around the world and grow into a second gateball or international social sport. Gateball is a lifestyle sport that originated in Japan and spread mainly to Asia, and has similar characteristics to park golf. Park Golf will be able to benchmark the success of gateball and accelerate its international spread. In addition, park golf can have a positive impact on the world by providing social values such as revitalizing local communities, promoting intergenerational exchanges, and improving health, beyond just a sport.

**6.2 Response to an aging society and contribution to health welfare**

As the world is aging rapidly, improving the health and quality of life of the elderly is emerging as an important social task. Park golf is a low-intensity aerobic exercise that maintains muscle strength, improves flexibility, and serves as a means of social communication for the elderly. In addition, the psychological safety gained from outdoor activities has a positive effect on mental health. For adolescents, it functions as a healthy leisure activity and an activity to improve concentration, and it also plays a role in promoting intergenerational exchanges through the participation of the family unit. If park golf is spread on an international level, it is expected to have a positive ripple effect of improving health welfare, preventing dementia, and expanding exchanges between generations. Park golf can reduce medical costs by encouraging physical activity of the elderly and relieving their sense of social isolation, which can contribute substantially to solving the problems of an aging society. In addition, the creation and operation of park golf courses can be linked to the revitalization of local communities and create synergy effects with public policies.

**6.3 Economic impact and community revitalization**

The internationalization of park golf can contribute to various economic effects and revitalization of local communities. The international convention will revitalize the local commercial area by attracting large-scale visitors and promote the growth of related industries such as accommodation, restaurants, and tourism. The creation and maintenance of park golf courses brings job creation effects and contributes to the revitalization of industries such as park golf-related equipment, clothing, and supplies. In particular, new markets can be created through the transformation into high-value-added industries such as the development of eco-friendly materials and the application of smart technology. At the community level, park golf courses are used as spaces for health promotion and leisure activities of residents, improving the quality of life. In addition, park golf club activities contribute to strengthening bonds between local residents and cultivating a sense of community. Linking with local festivals and selling special products through park golf will play an important role in generating direct profits for the local economy and increasing the brand value of the region.

**6.4 International Cultural Exchange and Diplomatic Effect**

Park golf can be a means of peaceful exchange between countries and can function as a venue for private diplomacy and cultural exchange. Through international park golf tournaments, players and officials from each country can interact to enhance mutual understanding and build friendly relations through sports. In addition, cultural experience programs and youth exchange programs using park golf as a medium can provide opportunities for people with diverse cultural backgrounds to mingle together. In particular, by leading the globalization of park golf, Korea can contribute to enhancing the status of sports diplomacy and strengthening Korea's soft power in the international community. Park Golf will promote Korea's healthy leisure culture to the world and have a positive impact on the development of Korea's sports industry.

**conclusion**

This study focuses on the phenomenon of park golf emerging as a new lifestyle sport in an aging society and spreading around the world, and sought strategic ways for the successful globalization of park golf. Park golf started in Japan and has grown rapidly mainly in Korea, and has recently expanded its scope to various regions such as Europe and the Americas. However, inconsistencies in international rules, lack of professional training system, and lack of systematic global marketing strategies remain major challenges in the globalization of park golf.

This study analyzes the internationalization status of park golf in depth through literature research, case analysis, and expert interviews, and presents specific globalization strategies in the following multifaceted aspects.

●**Strengthening international cooperation and networks**: With the WPGF and IPGU at the center, we need to ensure consistency in international rules and set a common direction for development by signing MOUs among national associations, establishing cooperation networks by continents, seeking cooperation with international sports organizations, and promoting technical and human resource exchanges.

●**Systematization and promotion of international competitions**: It is necessary to raise the status of park golf and attract public interest by systematizing regular international competitions, establishing a global promotion platform, participating in international sports exhibitions and tourism expos, securing participants, and operating national team selection tournaments.

●**International integration of education and qualification systems**: The WPGF-led International Integrated Leader Certification System (I-LIC), e-learning-based multilingual qualification courses, training and dispatching international referees, and expanding cooperation with universities and professional educational institutions should strengthen the international competencies of park golf professionals and establish uniform educational standards.

●**Digital platform and global content strategy**: Accelerate the popularization and globalization of park golf and promote the influx of young people by building an official mobile app and global website, producing video contents and tutorials, introducing a data-based park golf system, and reviewing the introduction of e-sports and virtual park golf.

●**Sports diplomacy and cultural exchange linkage strategy**: Park golf should be developed as a tool for sports diplomacy by using it as a means of international cultural exchange by linking international cultural exchange projects, holding sports camps and friendly matches for overseas Koreans, linking global leadership camps for youth, and establishing CSR partnerships with private companies.

●**Policy support from the government and local governments:** We should provide a strong impetus for the expansion of park golf's infrastructure, laying the institutional foundation, and revitalizing international exchanges by expanding infrastructure and providing budget support, maintenance of relevant laws and regulations, improvement of related laws and systems, support for international exchange and publicity, and support for the development of the park golf industry.

Through such a multifaceted strategic approach, park golf is expected to become a global lifestyle sport that contributes to the health promotion and social exchange of people around the world, beyond just a leisure sport. In addition, it will grow as a new alternative to an aging society and one of the pillars of the sports industry, and will play an important role in promoting peaceful exchanges and cultural understanding between countries.

We hope that the strategies and measures proposed in this study will be of practical help to the globalization of park golf, and we hope for the future of park golf to grow into a new axis of the global sports industry.

**5.7 Globalization and Technological Innovation in the Park Golf Industry**

For the globalization of park golf, it is necessary to strengthen the global competitiveness of related industries and create new added value through technological innovation, beyond the simple spread of sports.

**5.7.1 International standardization and advancement of park golf equipment and supplies**

Currently, park golf equipment has differences in specifications and performance by country and manufacturer, making it difficult to operate international competitions and distribute them overseas. Therefore, it is necessary to establish international standards for major equipment such as park golf clubs, balls, and hole cups centered on WPGF and IPGU, and disseminate them to each country. In addition, it is necessary to improve the quality of equipment through the development of eco-friendly materials, ergonomic design, and the application of smart technology, and to develop customized products that can meet the needs of various user groups. This will contribute to increasing the competitiveness of the park golf industry and expanding its share in the global market.

**5.7.2 Internationalization of Park Golf Course Design and Construction Technology**

Park golf course design and construction technology is a key factor for the qualitative growth of park golf. Despite its short history, Korea has accumulated a wealth of experience and know-how in the creation of park golf courses. Based on these technologies, it is necessary to develop international park golf course design and construction guidelines and operate a program to transfer technology to overseas countries.

In particular, it is possible to create a new business model by entering overseas markets by developing eco-friendly course construction technology, smart irrigation system, and technology that increases maintenance efficiency.

**5.7.3 Fostering Park Golf-related Service Industry**

The globalization of park golf requires not only equipment and course construction, but also the mutual growth of related service industries. Typical examples include the development of travel products specializing in park golf, the internationalization of park golf academies and lesson programs, and the development of companies specializing in planning and operating park golf events.

In particular, sports tourism products that link park golf and tourism should be developed to attract overseas clubs and contribute to revitalizing the local economy. In addition, it is necessary to improve service quality through cooperation with park golf professional training institutions and build a service model with international competitiveness.

**5.7.4 Strengthening R&D and technical cooperation**

For the sustainable development of park golf, it is necessary to expand investment in research and development (R&D) and strengthen technical cooperation between domestic and foreign research institutes and companies. The value of park golf should be scientifically proven through scientific analysis of the sports of park golf, the development of equipment and technology for injury prevention, and in-depth research on the social and economic effects of park golf, and the attractiveness of park golf should be enhanced by incorporating new technologies.

For example, an artificial intelligence (AI)-based swing analysis system, a virtual reality (VR)-based training simulator, and a customized health management program through vital sign analysis can be developed to make park golf a smarter and more attractive sport. The globalization of these industries and technological innovation will be an important driving force for the globalization of park golf. By growing into an industry that creates high added value beyond just a sport, park golf will be able to achieve sustainable development and positively impact the lives of people around the world.

**5.7.5 Benefits and challenges of international cooperation**

International cooperation is an essential element of the globalization of park golf, but it also presents a number of challenges. The main benefits of cooperation include ensuring uniformity of rules, increasing resource sharing and efficiency, increasing global recognition, and promoting cultural understanding. Uniform rules ensure fairness in international competitions and ensure that athletes can enjoy the same conditions in any country. In addition, by sharing human and material resources possessed by each country, it is possible to reduce the cost and effort required for the spread and development of park golf. International cooperation contributes to attracting global media attention to park golf and effectively conveying the charm of park golf to potential club members. Ultimately, it plays an important role in promoting cultural exchange through sports and promoting understanding and friendship between countries.

However, international cooperation can face challenges, such as cultural differences, language barriers, political interests, and financial disparities. Since each country's park golf culture and development stage are different, it may be difficult to establish and implement a unified policy. Language barriers can hinder effective communication and lead to misunderstandings. In addition, the possibility of conflicting political and economic interests of each country in the process of internationalization of park golf cannot be ruled out. In particular, the financial imbalance between developed and developing countries in park golf can be a factor that hinders the sustainability of international cooperation. Overcoming these challenges requires a flexible approach based on mutual respect and understanding, as well as efforts to build a sustainable cooperation model with a long-term perspective.

**5.7.6 Lack of research and scholarly activity (extended)**

Academic research on park golf has mainly focused on health promotion, leisure activities, and the current status of domestic popularity. However, in-depth research on park golf's internationalization strategy, sports science approach, and potential as a global sports industry is still insufficient. This lack of research serves as a limitation to the establishment of a systematic development strategy for park golf and is an obstacle to strengthening its international status.

For example, research on scientific training methodologies to improve park golf performance, biomechanical analysis of players, and optimal course design and turf care is still in its infancy. In addition, there is a lack of comparative studies on the impact of the international spread of park golf on the society, economy, and culture of each country, or empirical studies on the impact of international standardized rules on players' performance.

The lack of such research undermines the theoretical foundation necessary for park golf to become more than just a leisure activity and establish its foundation as a professional sport

To overcome this, the following efforts are needed.

★**Expansion of support for academic research**: Governments, academic institutions, and parkgolf-related organizations should actively support research on the internationalization and sports science aspects of park golf.

★**Promotion of academic exchanges:** It is necessary to revitalize exchanges between domestic and foreign park golf-related academic organizations, and to share and disseminate research results through the opening of international academic conferences.

★**Strengthening data-based research**: Data-based research should be strengthened by systematically collecting and analyzing park golf game data, player data, and park golf course usage data.

★**Promotion of convergence research**: Convergence research with various academic fields such as sports science, sociology, economics, and engineering should be promoted to discover the multifaceted value of park golf and enhance the attractiveness of park golf by incorporating new technologies.

Through these efforts, park golf will be able to grow into a professional sport that contributes to the development of sports science, becoming a subject of in-depth academic research beyond simple leisure activities.

**6.1. Analysis of the Economic Ripple Effects of International Park Golf Tournaments**

International park golf tournaments are more than just sports events, they can have a significant economic ripple effect on the host city. These economic effects can be divided into direct and indirect effects.

**6.2 Direct effects**

★**Increased tourism revenue**: Athletes, officials, and spectators who participate in international competitions visit the host city and generate consumption in various fields such as accommodation, food and beverage, transportation, and shopping. In particular, park golf is a sport with a high participation rate among the elderly, so they are likely to stay for a relatively long time and contribute to the local economy.

★**Job creation:** Various forms of employment are created for the preparation and operation of the Games, including temporary and contract workers.

★**Facility investment and infrastructure improvement**: In order to host international tournaments, it may be necessary to improve the facilities of existing park golf courses or create new courses.

★**Increase in tax revenue**: Through Games-related consumption activities and corporate sponsorships, various forms of tax revenues such as value-added tax and income tax are increased, contributing to local finances.

**6.3 Indirect effects**

★**Enhance the city's brand value:** Hosting an international park golf tournament contributes to raising the international profile of the host city and building a positive image.

★**Revitalizing local economies**: The direct increase in consumption due to the hosting of the Games creates a cascading economic ripple effect, such as the effect of inducing production, income, and employment in the region. For example, an increase in sales of a restaurant leads to an increase in sales of food ingredient suppliers, which in turn has a positive effect on agricultural and fishery producers.

★**Development of the sports industry**: International competitions promote the sales of park golf-related equipment, clothing, and supplies, and induce the growth of service industries such as park golf academies and lesson programs.

★**Increase social capital**: Volunteer participation of local residents through competitions contributes to fostering a sense of community and strengthening community cohesion.

In order to maximize this economic ripple effect, it is necessary to establish a customized strategy that reflects the characteristics of the region along with a thorough economic analysis from the stage of hosting the Games. In addition, it is necessary to continue to utilize park golf infrastructure even after the tournament ends, and to foster related industries to create long-term economic effects.

**7.1 Detailed Operation Plan of the International Integrated Leader Certification System (I-LIC)**

The International Integrated Leader Certification System (I-LIC) is a key element for the international qualitative growth of park golf. For the successful operation of this system, the following detailed plans should be prepared.

**7.1.1 Classification of courses and qualification criteria**

The I-LIC should be divided into at least three levels, such as beginner, intermediate, and advanced, and should be designed to improve the professionalism of leaders step by step. The level of knowledge, skills, and experience required for each level should be clearly defined, and the curriculum and evaluation criteria should be prepared accordingly.

★**Level 1(Beginner Instructor):** Focuses on the basic rules, etiquette, safety rules, and basic skills required to teach beginners.

**★ Level 2 (Intermediate Instructor):** This includes advanced rules of park golf, game management skills, various technical teaching methods, and basic knowledge of course management.

★**Level 3(Advanced Instructor):** This course covers the principles of sports science in Park Golf, psychological training, advanced technical instruction, international game management and referee skills, and Park Golf administration and marketing strategies. Students can participate in international tournament player coaching, international referee activities, Park Golf policy formulation and advice, and educational program development.

Each level of education combines theoretical and practical education, and requires a certain number of hours of on-the-job training to strengthen practical teaching capabilities. Regular maintenance training should be held to help leaders learn the latest information and adapt to the changing park golf environment.

**7.1.2 Development and dissemination of multilingual educational content**

I-LIC educational content must be translated into major languages such as English, Chinese, and Spanish. In addition to text-based teaching materials, various forms of multimedia contents such as video lectures and interactive learning materials should be developed to enhance learning effectiveness.

In particular, the park golf glossary should be produced in multiple languages to minimize confusion in international communication.

**7.1.3 Establishment of an International Evaluation and Certification System**

The I-LIC qualification exam must be administered by an international assessment body accredited by the WPGF or IPGU. The test may consist of a written test (theory), a practical test (skills and teaching skills), and an interview (attitude and communication skills). Evaluation criteria should be objective and transparent, and examiners should be composed of internationally qualified experts. Successful candidates should be issued internationally recognized certificates and a system should be established to check whether they have obtained qualifications through an online database.

**7.1.4 Signing of mutual recognition agreements and operation of exchange programs**

In order for the I-LIC system to be successfully established, it is essential to sign a mutual recognition agreement between park golf associations in each country. Through this, the I-LIC qualification obtained in one country should be recognized in another country, allowing leaders to engage freely in international activities. In addition, international leadership exchange programs should be operated to support leaders from each country to share their experiences and know-how with each other and gain experience in teaching clubs with diverse cultural backgrounds.

This will contribute to strengthening the human network necessary for the international spread of park golf.

**7.1.5 Develop a Code of Ethics and Guidelines for Conduct**

To ensure the credibility of the international integrated leader certification system, a code of ethics and guidelines for leaders should be prepared. This will encourage leaders to work with a responsible and ethical attitude based on their expertise, and will contribute to building a positive image of Park Golf. The code of ethics should include fairness, respect, safety, confidentiality, and continuous learning.

**7.1.6 Park Golf Data Analysis and Utilization Strategy**

Various park golf-related data collected through digital platforms can be a very important asset in establishing and executing Park Golf's globalization strategy. Data-based decision-making can lead the growth and development of park golf more efficiently and scientifically.

**7.1.7 Improving player performance and developing strategies through analysis of match data**

★**Individual performance analysis**: Various game data such as players' scores, strokes per hole, putt success rate, driver distance, and fairway landing rate can be collected and analyzed to identify individual strengths and weaknesses. Through this, it provides customized training programs and supports athletes to effectively improve their skills.

★**Develop a match strategy**: It can be used to analyze the playing patterns of players on a specific course or situation and establish an optimal game strategy. For example, you can choose clubs that are more likely to make birdies on a certain hole or how to attack them based on data.

★**Injury prevention and management**: It is used to predict and prevent injury risks by comprehensively managing and analyzing athletes' training levels, physical data, and injury history. This protects the health of the players and enables a long-term career.

**7.1.8 Efficiency and optimization of park golf course operation**

★**Usage status analysis**: By analyzing the number of users by park golf course, usage rate by time zone, and preference by course, it is possible to improve the efficiency of park golf course operation. Through this, it is possible to establish a marketing strategy to reduce congestion during peak hours and increase the usage rate during the off-season.

★**Facility management and maintenance optimization**: Data on the condition of the turf, the deterioration of facilities, and user complaints for each course is used to establish facility management and maintenance plans.

★**Establishment of a plan for the creation of a new park golf course**: It is used to select the optimal location for the creation of a new park golf course by comprehensively analyzing park golf demand, demographics, and accessibility by region, and to determine the size of the course and the composition of facilities.

**7.1.9 Park Golf Industry and Market Trend Analysis**

★**Market size and growth rate forecast**: By analyzing relevant data such as park golf equipment sales, the number of lesson program registrants, and the number of tournament participants, the market size and growth rate of the park golf industry can be predicted. This provides important information for investment decisions and business strategy establishment of related businesses.

★**Consumer behavior analysis**: It analyzes park golf equipment purchase patterns, online content consumption trends, and motivations for participating in club activities to identify consumer needs and develop customized products and services.

★**Establishment of global market entry strategy**: By analyzing the current status of park golf in each country, market characteristics, and cultural acceptability based on data, it is possible to establish an effective global market entry strategy. This supports the overseas expansion of the Korean park golf industry and contributes to strengthening global competitiveness.

**7.1.10 Data Security and Privacy Protection**

Data security and privacy are very important considerations in Park Golf data analysis and utilization. The collected data shall be managed securely in accordance with relevant laws and international standards, and personally identifiable information shall be thoroughly de-identified and utilized. Clear consent procedures for data use should be established and robust security systems should be established to prevent data misuse and abuse. Such data analysis and utilization strategies are essential to develop park golf into a more scientific and systematic sport and strengthen its competitiveness in the global market. Through data-based decision-making, it will be possible to promote the sustainable growth of park golf and contribute to improving the health and quality of life of people around the world.

**8.1 Strengthening public diplomacy through park golf**

Park golf can be used as an effective tool for public diplomacy to enhance the image of a country and expand its positive influence in the international community, beyond just a sport. Public diplomacy refers to the government's activities to inform the foreign public about its policies, culture, and values and to promote understanding. Park golf can contribute to strengthening public diplomacy in the following aspects.

**8.2 Spreading Korea's Healthy Leisure Culture**

Korea has successfully established the park golf culture as a lifestyle sport with the rapid growth of park golf. By disseminating these experiences and know-how overseas, we can promote Korea's healthy and vibrant leisure culture. In particular, by presenting park golf as an effective response to an aging society, Korea can show that it is a leading country that contributes to solving the aging problem. This will contribute to enhancing Korea's national brand value and strengthening its leadership in the international community.

**8.3 Supporting developing countries and strengthening international cooperation**

Park golf has the advantage of relatively low facility investment and easy learning for anyone, so it is a sport suitable for dissemination in developing countries. Korea can use park golf as part of international development cooperation (ODA) by providing developing countries with park golf course construction technology, equipment support, and leader training programs. This will not only contribute to the promotion of public health and revitalization of leisure activities in the country, but will also help to build a friendly attitude toward Korea and play a responsible role in the international community.

**8.4 Promoting peace and conflict resolution through sport**

Sports have a powerful power to unite people across nationalities, races, religions, and ideologies. Since park golf is a sport that focuses on participation and enjoyment rather than competition, it can promote exchanges between conflict zones and countries in conflict and contribute to the promotion of peace. For example, the holding of the North-South Park Golf Exchange Exhibition can contribute to restoring national homogeneity and laying the foundation for peaceful reunification, and the Park Golf Experience Program can be operated for youths in international conflict zones to deliver a message of harmony and coexistence.

**8.5 Creating synergy effects through convergence with cultural contents**

By fusing park golf with various cultural contents of Korea, the effect of public diplomacy can be maximized. For example, a park golf experience booth can be operated in connection with K-pop concerts, Korean food festivals, and Korean drama screenings, or a park golf course can be built near traditional Korean cultural sites to develop a new type of tourism product that combines sports and cultural tourism. This will connect interest in Korean culture to Park Golf and provide an opportunity to experience Korean culture more deeply through Park Golf.

**8.6 Utilization of Overseas Embassies and Cultural Centers**

Korean embassies (embassies, consulates) and the Korean Cultural Center should be used as bases for public diplomacy for park golf. These organizations can promote park golf by using their networks with local governments, sports organizations, and the media, and operate park golf experience events or training programs for local people. In addition, it can serve as a bridgehead for the overseas dissemination of park golf by supporting exchanges with local park golf clubs and providing information related to park golf in Korea. This public diplomacy strategy will not only accelerate the international spread of park golf, but also play an important role in raising Korea's international status and strengthening its global leadership.

**8.7 Strengthening the legal and institutional foundation for the promotion of park golf**

For the sustainable and systematic development of park golf, it is essential to strengthen the legal and institutional foundations. Currently, although the importance of park golf is increasing as a lifestyle sport, it is difficult to systematically support and manage it due to the lack of related laws and systems.

**8.8 Consideration of the enactment of the Park Golf Promotion Act**

The enactment of the 'Park Golf Promotion and Promotion Act' (provisional name) should be reviewed to clarify the legal status of park golf and define the responsibilities of the state and local governments. This law may include the definition of park golf, the establishment of a basic plan for promotion, the creation and management standards of park golf courses, the training and qualification of professional manpower, the holding and support of tournaments, the development of industries, and the activation of international exchange. Through the enactment of the law, it is possible to ensure the consistency and continuity of park golf-related policies and to lay the basis for stable financial support.

**8.9 Strengthening of Park Golf Course Creation and Management Standards**

When creating a park golf course, eco-friendly design and construction should be mandatory, and safety and convenience standards should be strengthened. In particular, it should be mandatory to install safety guardrails, rest facilities, and emergency medical facilities for elderly users. In addition, a standard manual for the efficient operation and management of park golf courses should be developed, and a regular safety inspection and evaluation system should be introduced to provide a pleasant and safe environment for users. When using idle sites, it is necessary to collect the opinions of local residents and minimize conflicts with the local community through design that considers harmony with the surrounding environment.

**8.10 Improvement of Park Golf Professional Training and Treatment**

A national qualification system should be introduced to systematically train professionals such as park golf instructors, referees, and course managers, and their treatment should be improved. The national qualification system should include curriculum, examinations, and qualification renewal to secure expertise and promote mutual recognition with international qualifications. In addition, it is necessary to secure employment stability for park golf professionals and establish an appropriate compensation system to promote the influx of excellent manpower and support them so that they can continue to contribute to the development of park golf.

**8.2.1 Establishment of Park Golf-related Research and Statistics System**

In order to lay the scientific foundation for establishing park golf-related policies, regular statistical surveys on the park golf population, park golf course usage status, and economic ripple effects should be conducted and databased. In addition, it is necessary to support academic research on the health promotion effect, social contribution, and internationalization strategy of park golf, and establish a system that reflects the research results in policies. This will play an important role in increasing the effectiveness of park golf policies and suggesting future development directions.

**8.2.2 Enactment and revitalization of park golf promotion ordinances by local governments**

Each local government should enact a park golf promotion ordinance that reflects local characteristics and promote specific projects to revitalize park golf. The ordinance may include support for the creation and operation of park golf courses, support for holding tournaments, support for club activities, support for training professionals, and fostering park golf-related industries. Local governments should collect the opinions of local residents and establish and implement practical policies through cooperation with park golf-related organizations in the region. This strengthening of legal and institutional foundations will play a decisive role in helping park golf grow into an important sports asset at the national level beyond simple daily sports and secure its international status.

**9.1 Analysis of Success Stories to Strengthen International Parkgolf Network**

In order to effectively establish a strategy for strengthening international cooperation and network of park golf, it is important to analyze cases of other sports or similar fields that have already achieved successful internationalization, and to derive implications that can be applied to park golf. Here are some success stories and their implications.

**9.2 Gateball**

Gateball, similar to park golf, is a lifestyle sports sport that originated in Japan and has succeeded in spreading internationally, mainly in Asia. The success factors of gateball are as follows.

★**Systematic operation of international federations:** The World Gateball Federation (WGU) has led the internationalization of gateball by harmonizing international rules, holding world championships regularly, and establishing a system of close cooperation with national associations.

★**Active overseas dissemination activities**: As the last country in gateball, Japan has actively promoted overseas distribution activities such as training for overseas leaders, providing equipment, and holding demonstration games. In particular, it expanded the base of gateball by providing support to developing countries.

★**Consideration of cultural acceptance**: Customized dissemination strategies that take into account each country's cultural characteristics and leisure preferences have been used to encourage local participation.

●**Implications:** Park golf should also strengthen the systematic operation of international federations centered on the WPGF and IPGU, and actively promote overseas dissemination as a suzerainty country with Korea as the host country. In particular, it is necessary to expand the base of park golf by providing support to developing countries and establish customized strategies that take into account the cultural acceptability of each country.

**9.3 Taekwondo**

Taekwondo is a representative example of a global sport that started as a traditional Korean martial art and has grown into a global sport that has been adopted as an official Olympic sport. The success factors of taekwondo are as follows.

★**International Standardization and Unification of Rules**: The World Taekwondo Federation (WT) unified the rules of international competitions and strengthened the education of referees to ensure fairness and authority in international competitions.

★**Systematic education and qualification system**: We established a systematic education and qualification system through the certificate and qualification system, and operated a globally accepted qualification system for leaders and referees.

★**Active international sports diplomacy**: He actively engaged in sports diplomacy for the adoption of Olympic sports and expanded his influence in the international community by spreading taekwondo to developing countries.

★**Connection with cultural contents**: Through various cultural contents such as taekwondo demonstration group performances and taekwondo movies, it has contributed to promoting the charm of taekwondo and spreading Korean culture.

●**Implications**: Park golf should also make standardization of international competition rules a top priority and establish an internationally accepted qualification system for leaders and referees. In addition, efforts are needed to raise the international status of park golf through active sports diplomacy and to promote the charm of park golf through linkage with various cultural contents.

**9.4 Yoga as a lifestyle**

Yoga is not limited to a specific country or culture, but is a representative lifestyle sport that has spread all over the world. The success factors of yoga are as follows

★**High accessibility**: The fact that anyone can easily get started without special equipment or facilities has been a big factor in the spread of yoga.

★**Health promotion effect**: The clear effect on improving physical and mental health was recognized by the public, encouraging voluntary participation.

★**Diverse programs and community formations**: Various forms of yoga programs have been developed, and online and offline communities have been activated to encourage continued participation.

●**Implications**: Park golf should also actively promote its high accessibility and health promotion effects, and induce voluntary participation through the development of various programs and community revitalization.

In particular, it is important to scientifically prove the positive effects of park golf on improving the health of the elderly and effectively communicate it to the public. These success stories provide important insights into the establishment of specific strategies for the internationalization of park golf. International standardization, a systematic education and qualification system, active sports diplomacy, and a customized strategy that takes into account cultural acceptance are essential elements for park golf to grow into a truly global sport.

**10.1 Language and Culture Barriers (Extended**)

One of the important factors hindering the internationalization of park golf is language and cultural barriers. This is not just a problem of translation, but it also makes it difficult to effectively convey the unique characteristics and values of park golf to other cultures.

**10.2 Language barriers: Limitations in access to information**

Currently, information related to park golf, especially rules, techniques, history, and related research materials, is mainly provided in Japanese and Korean. There is a serious shortage of translated materials into English, Spanish, Chinese, and other widely used languages internationally. This language barrier makes it very difficult for potential clubbers from non-Asian countries to obtain and understand information about park golf. In addition, there are problems with interpretation and translation during international competitions, which hinders smooth communication and information delivery.

★**Insufficient multilingualization of official documents and materials**: The official websites of the International Federations, rulebooks, and coach education materials are not available in multiple languages, which is an obstacle to overseas dissemination. This lowers the international understanding of park golf and makes it difficult to attract new club members.

★**Language limitations of media contents**: Most of the video content related to park golf (game highlights, lesson videos, etc.) is also produced in Korean or Japanese, making it less accessible to overseas viewers. This serves as a limit to promoting the charm of park golf to the world.

**10.3 Cultural Barriers: Differences in Acceptance and Perception**

Park golf has been established as a lifestyle sport in Japan and Korea, especially among the elderly, but the perception and acceptance of park golf may differ in other cultures. In particular, in Western countries with strong golf culture, park golf tends to be perceived as 'mini golf' or 'children's golf' and its value is not properly evaluated. This is because it does not effectively convey the unique charm and advantages of park golf.

★**Differences in leisure preferences**: Leisure preferences and sports culture in each country are very diverse. If park golf is recognized as a sport limited to a certain age group or social class, it is difficult to achieve overall popularization. For example, it requires a different approach from the sports that young people prefer.

★**Differences in perception of sports**: In some cultures, there is a strong tendency to perceive sports as 'competitive' and 'elite'. The message that emphasizes the value of park golf as a 'life sport', that is, health promotion, social interaction, and enjoyment, may not be effectively conveyed.

★**Differences in infrastructure and environment**: Park golf is a sport played in open spaces such as parks, but not all countries have enough park land or related infrastructure to create park golf courses. In addition, climate and topographic characteristics can also affect the spread of park golf.

To overcome these language and cultural barriers, the following efforts are needed:

★**Multilingual Content Development and Translation**: International federations and national associations should translate all official documents, educational materials, and promotional content related to park golf into multiple languages and make them available through internationally accessible platforms.

★**Customized promotion strategy for local culture**: It is necessary to analyze each country's cultural characteristics and leisure preferences in depth to establish a customized promotion strategy that can gain the sympathy of local people. For example, they need to develop messages that are tailored to local contexts, such as emphasizing the participation of the family unit or highlighting the benefits of health promotion.

★**Linking cultural exchange programs**: Cultural exchange programs through park golf should be actively operated to promote mutual understanding through sports. Through international friendly matches and cultural experience events, the cultural value of park golf should be shared.

★**Use of global influencers and media:** Sports influencers or mainstream media in each country should be used to promote the appeal of park golf and build a positive image. This is effective in raising public awareness of park golf and promoting the influx of young people.

**11.1 Opportunities and Challenges of Park Golf Distribution by Region**

The internationalization of park golf has various opportunities and challenges depending on the characteristics and cultural background of each region. For successful globalization, it is essential to carefully analyze these regional characteristics and establish customized strategies.

**11.2 Asia: The Need for Accelerated Growth and Standardization**

★**Opportunity:** Asia is the birthplace of park golf and its fastest-growing market. The successful adoption of Japan and Korea provides a benchmarking model for other Asian countries, and geographical proximity and similar cultural backgrounds create a favorable environment for the spread of park golf.

In particular, Asian countries with a rapidly aging population recognize park golf as an effective means of improving the health of the elderly and leisure activities. Government-level interest and investment are increasing in Mongolia, Taiwan, China, and Vietnam, which is leading to the expansion of park golf infrastructure and the increase in the number of club members.

★**Challenge:** Even within Asia, there are differences in the development stage, rules, and equipment standards of park golf by country. This can hinder the fairness of international competitions and cause confusion in the exchange of athletes and leaders. Therefore, it is urgent to standardize park golf rules in Asia and establish an international cooperation system. In addition, it is necessary to develop various programs and promote strategies so that park golf is not limited to a specific age group but can be recognized as an attractive sport for the younger generation.

**11.3 Europe: The importance of awareness and tailored strategies**

★**Opportunity**: Europe has a social atmosphere that supports the healthy and active life of the elderly, such as the 'Active Aging' policy, providing a favorable environment for the spread of park golf. In addition, Europeans' high interest in outdoor activities and sports can increase the potential demand for park golf. Park golf is being introduced on a pilot basis in some countries such as Germany, France, the Czech Republic, and Finland, which shows the potential to spread throughout Europe.

★**Challenge:** In Europe, park golf is very poorly recognized, and it is important to effectively convey that it is a sport similar to golf but differentiated. In regions with strong traditional golf culture, park golf should be opened up by highlighting its low cost, high accessibility, and the advantages of being enjoyed by people of all ages. In addition, it is essential to develop customized promotional contents considering the linguistic and cultural diversity of each country and to cooperate closely with local park golf associations and organizations.

**11.4 Americas: Popularization Strategies Beyond the Korean Community**

★**Opportunity:** The Americas region has a large land area and various park facilities, providing a favorable environment for the creation of park golf courses. In addition, public interest in sports is high, and acceptance of new sports is relatively high. In particular, park golf is active around the Korean community, and it has the potential to spread to mainstream society based on this.

★**Challenge**: There is a lack of general awareness of park golf in the Americas, and it is mainly confined to the Korean community. This is because it does not effectively convey the unique charm of park golf to mainstream society. Therefore, in order to popularize park golf, active promotion and marketing strategies targeting local people are necessary.

In addition, efforts are required to clearly explain the difference between golf and park golf and highlight the unique value of park golf. Through cooperation with local sports organizations and educational institutions, it is also possible to consider including park golf in the regular curriculum or local sports programs.

As such, a customized strategy that considers the characteristics of each region is a key element for the successful internationalization of park golf. The League of Nations and national associations should work closely together to formulate and implement these regional strategies.

**12.1 Specific initiatives to strengthen the international park golf network**

In order to strengthen the international network of park golf and bring about practical cooperation, the following concrete initiatives should be promoted.

**12.2 Regular International Park Golf Forums and Conferences**

International park golf forums and conferences should be held regularly every year or every other year to provide a place for park golf officials, academic experts, and policymakers from each country to gather to discuss the development direction of park golf and exchange information. The forum's main agenda includes presenting the latest research trends, sharing success stories, making policy proposals, and identifying international cooperation projects. In particular, the forum should be co-hosted by the WPGF and IPGU to attract international authority and participation. Through this, it will contribute to forming a consensus on international issues in park golf and seeking joint solutions.

**12.3 Establishment of International Park Golf Development Fund**

The International Park Golf Development Fund should be established to secure stable financial resources for the international expansion and development of park golf. This fund can be used to support international tournaments, build park golf infrastructure in developing countries, operate international leader training programs, and support park golf-related research and development activities. Fundraising can be done through national governments, international sports organizations, sponsorships from private companies, and voluntary donations from park golf clubs. Through transparent and efficient fund management, a financial foundation for the sustainable development of park golf should be laid.

**12.4 Establishment and Sharing of International Park Golf Database**

It is necessary to establish an international park golf database that can grasp the current status of park golf around the world at a glance and share it with national associations and related organizations. This database can include the number of park golf courses in each country, the number of clubs, the status of tournaments, the status of leaders and referees, and information on relevant laws and policies. The database should be multilingual and updated regularly. Through this, it will accurately grasp the global trend of park golf and contribute to establishing a data-based internationalization strategy.

**12.5 Appointment of International Park Golf Ambassadors and Support for Activities**

In order to raise the international profile of park golf and build a positive image, internationally influential sports stars, celebrities, or people with a passion for park golf should be appointed as international park golf ambassadors. Ambassadors will play an important role in promoting the charm of park golf to the world through participation in international tournaments, media interviews, and social media activities, and attracting the participation of potential club members. We should actively support the activities of ambassadors and use their influence to enhance the global brand value of Park Golf.

**12.6 International Park Golf Exchange Program**

We should run an international park golf exchange program for park golf clubs, leaders, and students in each country. This program will provide an opportunity for participants to experience the park golf culture and systems of other countries and to form an international network. For example, Korean park golf clubs can visit park golf courses in Japan to interact with local clubs, or overseas park golf instructors can come to Korea to learn about the advanced education system. This will contribute to enhancing the international understanding of park golf and strengthening the global community. These specific initiatives will further strengthen Park Golf's international network and provide a real impetus for sustainable globalization.

**13.1 Infrastructure imbalances and financial limitations (expansion)**

In the international spread of park golf, infrastructure imbalances and financial limitations pose significant challenges. Park golf is a sport that can be enjoyed at a relatively low cost, but it requires significant investment in course construction and maintenance, which varies greatly depending on the economic situation and policy priorities of each country.

**13.2 Infrastructure Imbalances: Gaps in Creation and Accessibility**

★**Gap in infrastructure level by country**: Japan and South Korea, the birthplace of park golf and fast-growing countries, have a significant number of park golf courses and have good accessibility. However, countries in the early stages of park golf, such as Europe, the Americas, and developing countries, often have an absolute shortage of park golf courses, or are located in areas with poor accessibility.

★**Difficulty in eco-friendly creation and maintenance:** Park golf courses are often built in nature-friendly spaces, so environmental protection and sustainable management are important. However, in some countries, there is a risk of environmental damage due to the lack of eco-friendly construction technology or maintenance know-how, or it is difficult to manage it in the long term. In addition, the difficulty of lawn management due to climate change is also an important task in infrastructure maintenance.

★**Lack of accessibility and amenities**: Park golf courses are usually built in parks or riverside banks, and they often have poor access to public transportation or lack of parking facilities. In addition, considering the nature of many elderly users, convenience facilities such as rest facilities, toilets, and emergency medical facilities may be insufficient, causing inconvenience to users.

**13.3 Financial limitations: lack of investment and support**

★**Lack of investment from the government and local governments:** Despite the growing importance of park golf as a lifestyle sport, in some countries it has fallen behind the policy priorities of the government or local governments and does not receive sufficient financial support. This makes it difficult to create a new park golf course, improve existing facilities, and secure the budget necessary for operation and maintenance.

★**Difficulty in attracting private investment**: Park golf is still not recognized as a commercial sport, so it is difficult to attract investment from private companies. This hinders the growth of the park golf-related industry and delays the development of new technologies or services.

★**Limitations of operating revenue models:** Most park golf courses are operated as public facilities, so the usage fee is often low or free. This has the advantage of increasing public accessibility, but at the same time, it serves as a limitation in securing its own financial resources necessary for facility improvement or program development. It is necessary to develop various revenue models for sustainable operation.

★**Lack of international funds and sponsorships**: There is still a lack of international funds or sponsorship systems for the international spread of park golf. This makes it difficult to provide infrastructure support or educational programs to developing or early-stage countries. Efforts to raise an international park golf development fund and attract sponsorship are urgently needed.

To overcome these infrastructure imbalances and financial limitations, the following efforts are needed.

★**Expansion of policy support from the government and local governments**: Park golf should be recognized as a key sport for daily sports, and long-term plans should be established to expand budget support, improve related laws and regulations, and expand infrastructure.

★**Attract private investment and diversify profit models**: Attract investment from private companies by actively promoting the social value and economic potential of park golf, and develop various revenue models such as advertising, sponsorship, and sales of related goods in addition to usage fees.

★**Infrastructure support through international cooperation**: The WPGF and IPGU should establish an international park golf development fund to expand technical and financial support to countries with insufficient infrastructure.

★**Eco-friendly creation and smart management system introduction**: Eco-friendly park golf course construction technology should be developed and distributed, and IoT-based smart management system should be introduced to promote efficient maintenance and resource saving. Through these efforts, Park Golf will be able to achieve qualitative and quantitative growth in infrastructure, secure financial stability, and promote sustainable internationalization.

**14.1 Analysis of Success Cases to Strengthen International Parkgolf Network (Added)**

Previously, we analyzed the success factors of internationalization through the cases of gateball, taekwondo, and yoga. In addition, it additionally analyzes the efforts made by other sports to strengthen their international networks and grow into global sports, and derives implications that can be applied to park golf.

**14.2 배드민턴 (badminton)**

Badminton is very popular mainly in Asia, and it is a sport that has spread around the world as an official Olympic sport. The success factors of badminton are as follows.

★**Strong International Federation (BWF):** The Badminton World Federation (BWF) has established badminton's international status by harmonizing international rules, establishing a world ranking system, and holding regular international competitions. BWF strengthens its global network through close cooperation with continental federations and national associations.

★**Youth programs and grassroots dissemination**: BWF focused on disseminating badminton to school sports through youth programs such as 'Shuttle Time' and expanding the base of clubs from the grassroots level. This has contributed to inducing the participation of future generations and securing long-term growth engines.

★**Creating commercial value**: Badminton has increased the commercial value of international competitions and secured stable financial resources through sponsorship and media broadcasting. This led to an increase in prize money for players and an improvement in the quality of tournament management.

●Implications: Park golf should also build a strong international federation system centered on the WPGF and IPGU, and actively develop park golf dissemination programs for youth and youth. In addition, it is necessary to secure stable financial resources by increasing the commercial value of international tournaments, and through this, expand investment for the global expansion of park golf.

**14.3 Para Sports**

Para sports, centered on the Paralympics, are an example of success in spreading international para sports and improving awareness.

The success factors of Para Sports are as follows.

★**Inclusivity and accessibility**: To allow anyone to participate regardless of the type of disability, various sports and classification systems have been developed to increase the inclusiveness of sports. In addition, the accessibility of facilities and equipment has been improved to lower the barrier to participation.

★**Social awareness campaigns**: The International Paralympic Committee (IPC) has raised social awareness of para sports through campaigns such as 'Impossible is Nothing' and promoted the challenging spirit and capabilities of para athletes. This contributed to increasing the public awareness of Para Sports.

★**Government and corporate support**: In many countries, governments and companies have provided financial and administrative support for the development of para sports, which has led to improved training conditions for athletes and improved the quality of the competition's operations.

●Implications: Park golf is already a sport with high accessibility, but the accessibility of facilities and programs should be continuously improved so that socially disadvantaged people such as the disabled and the elderly can participate more easily. In addition, it is necessary to build a positive image through campaigns that emphasize the social value and comprehensiveness of park golf, and actively attract support from the government and companies.

**14.4 e스포츠 (Sports)**

Despite its short history, esports has experienced explosive growth around the world and is becoming a mainstream sport.

The success factors of esports are as follows.

★**Active use of digital technology**: The company actively used digital technology to engage the younger generation, such as broadcasting matches through online platforms, building fandoms using social media, and providing new experiences that incorporate virtual reality (VR) and augmented reality (AR) technologies.

★**Global league and competition systems**: Global leagues and competitions, such as the League of Legends World Championship, have focused the attention of fans around the world and provided players with an international playing field.

★**Community-based growth**: Fans voluntarily produced and shared content, centering on the online community, driving the growth of esports.

●Implications: Park golf should also actively use digital technology to promote the influx of young generations. Through broadcasting of games through online platforms, promotion using social media, and the introduction of virtual park golf, the image of park golf should be transformed into a modern sport. In addition, it is necessary to establish a global league and tournament system and induce community-based growth to expand the base of park golf. Through the analysis of these success cases, the strategic direction for the internationalization of park golf can be further clarified. International standardization, a systematic education and qualification system, active sports diplomacy, customized strategies considering cultural acceptance, and active use of digital technology are essential elements for Park Golf to grow into a truly global sport.

**14.5 Park Golf Metaverse and Virtual Reality (VR) Platform Development**

The development of digital technology provides an opportunity to expand the park golf experience and introduce a new user base. In particular, Metaverse and virtual reality (VR) technologies can bring innovative changes to the popularization and globalization of park golf.

**14.6 Metaverse-based Park Golf Virtual Space Construction**

★**Creation of a virtual park golf course**: A real park golf course is 3D modeled and implemented in the metaverse space, or a virtual original park golf course is developed so that users around the world can enjoy park golf without the constraints of time and space. Users can enjoy a round of golf at the virtual park golf course through their avatars, communicate with other users, and form a community.

★**International tournaments and events**: International park golf tournaments will be held in the metaverse space for clubs around the world to participate and watch. This will provide an international competition field for users who are unable to participate in actual tournaments and contribute to increasing interest in park golf. In addition, various events such as park golf-related lectures, workshops, and fan meetings can be held in the virtual space to encourage user participation.

★**Education and training simulation**: Park Golf lessons and training simulations are provided in the metaverse space, allowing users to hone their skills in a real-life environment. AI-based coaching system is introduced to provide personalized feedback and support beginners to easily learn park golf.

**14.7 Providing an immersive park golf experience using virtual reality (VR) technology**

★**VR Park Golf Simulator Development**: Develop a simulator that provides an immersive experience similar to real Park Golf using VR headsets and controllers. Users can feel the fun of real park golf through the movement of swinging the club and hitting the ball in a virtual space. This presents a new way to enjoy park golf regardless of weather or location.

★**VR-based educational content production**: Using VR technology, we produce educational content that allows students to learn park golf rules, techniques, and course strategy in an immersive way. For example, you can experience the swing of a famous player in VR, or explore the features of various courses in VR and strategize.

★**VR sports game development**: Develop VR sports games based on park golf to attract the younger generation and users who are familiar with the game. Through game elements, interest in park golf can be aroused, and through this, it can induce conversion to actual park golf.

**14.8 Challenges for Successful Metaverse and VR Platform**

Metaverse and VR platform development have great potential for the globalization of park golf, but the following challenges need to be addressed.

★**Overcome technical limitations**: Implement high-quality graphics, minimize network latency, and optimize user interface (UI) and user experience (UX) to overcome technical limitations.

★**Content acquisition and diversification**: Attractive virtual park golf courses, various game modes, and educational content must be continuously developed and updated to encourage continuous user engagement.

★**Accessibility and cost issues**: The high cost and complexity of VR equipment can limit accessibility for the average user. Therefore, it is necessary to develop and distribute cheap and easy-to-use equipment and to set reasonable platform usage fees.

★**Establishment of a revenue model**: For the sustainable operation of the metaverse and VR platform, various revenue models such as advertising, item sales, and paid content must be established.

★**Security and ethical issues**: It is necessary to be thoroughly prepared for security and ethical issues such as privacy in virtual spaces, prevention of cyberbullying, and prevention of game addiction.

If these challenges are solved and metaverse and VR technologies are successfully applied to park golf, park golf will be able to develop into a more innovative and attractive sport, form a new fandom around the world, and establish itself as a sport loved by future generations.

**14.9 Economic Ripple Effects of International Park Golf Tournaments (Expanded)**

International park golf tournaments can have a significant economic ripple effect on the host city, which greatly contributes to the revitalization of the local economy. This economic effect is not just for consumption during the Games, but can also act as a growth engine for the region in the long run.

**14.10.1 Direct Economic Effects**

★**Increased tourism revenue**: International competitions attract a large influx of athletes, coaches, referees, tournament officials, and spectators from all over the world. They generate consumption in various fields such as accommodation, food and beverage, transportation, shopping, and tourism in the host city. In particular, since park golf is a sport with a high participation rate of the elderly, they stay for a relatively long time and directly increase sales to local lodging facilities (hotels, resorts, pensions, etc.) and catering businesses (restaurants, cafes, etc.). In addition, during the Games, they visit local tourist attractions or purchase special products, generating direct income for the local economy.

★**Job creation:** A large workforce is required to prepare and run the Games, which has both short-term and long-term job creation effects. Personnel are hired from various fields, such as tournament management staff, volunteers, security personnel, medical staff, interpreters, and media relations. In addition, there will be indirect employment to provide Games-related services (catering, transportation, accommodation, etc.). This provides new jobs for local residents and contributes to a reduction in unemployment.

★**Facility investment and infrastructure improvement**: In order to attract international tournaments, it is essential to improve the facilities of existing park golf courses or create new courses. This induces the revitalization of construction and related industries (landscaping, building materials, sports facility equipment, etc.), and in the long term, it has the effect of expanding the sports infrastructure of the region. The improved infrastructure will be used as a leisure space for local residents even after the Games are over, contributing to improving the quality of life.

★**Increased tax revenue**: The increase in consumption activities due to the hosting of the Games leads to an increase in tax revenues in various forms such as value-added tax and income tax. In addition, it can be expected to increase corporate taxes through corporate activities such as tournament sponsorship and broadcasting rights sales. This increase in tax revenue can improve the fiscal health of local governments and be used as a resource for reinvestment for regional development.

**14.10.2 Indirect economic effects**

★Enhancing the city's brand value: Hosting an international park golf tournament contributes greatly to raising the international profile of the host city and building a positive image. The Games will showcase the city's natural beauty, cultural heritage and friendly citizenship through media around the world. This can lead to the city's attraction of tourists and foreign investment in the long run, and it plays an important role in strengthening the city's international status.

★**Knock-on effects on local economies**: The direct increase in consumption caused by the Games creates a cascading economic ripple effect, such as production-inducing effects, income-inducing effects, and employment-inducing effects in the region. For example, the increase in restaurant sales due to the increase in tourists has a positive impact on related industries such as food ingredient suppliers and agricultural and fishery product producers. This creates a virtuous cycle of the local economy and contributes to the overall economic revitalization.

★**Development of the sports industry**: International competitions promote the sale of park golf-related equipment, apparel and supplies, and drive the growth of service industries such as park golf academies and lesson programs. In addition, the accumulation of know-how in the operation of the tournament contributes to strengthening the ability to attract and host other sports events in the future, and promotes the development of the sports event industry.

★**Increased social capital**: Volunteer participation in competitions fosters a sense of community and strengthens community cohesion. In addition, health promotion and revitalization of leisure activities through sports have the effect of improving the quality of life in society as a whole. This can lead to productivity improvement and social cost reduction in the long run.

In order to maximize this economic ripple effect, it is necessary to establish a customized strategy that reflects the characteristics of the region along with a thorough economic analysis from the stage of hosting the Games. In addition, it is necessary to continue to utilize park golf infrastructure even after the tournament ends, and to foster related industries to create long-term economic effects. For example, efforts are needed to convert tournament facilities into living sports facilities for local residents or to develop park golf-themed tourism products.

**14.10.3 Fine-tuning and application of the International Park Golf Rules**

In order to internationalize park golf, it is necessary not only to establish international standard rules, but also to find ways to flexibly apply these rules in consideration of the cultural and environmental characteristics of each country. This is an important process to maintain uniformity of rules while increasing local adaptability.

**14.10.4 Increasing transparency and participation in the rulemaking process**

The international park golf rule-making process should be led by the WPGF and IPGU, but it should go through a transparent process that actively collects opinions from park golf associations and clubs in each country. Regular public hearings, online surveys, and meetings with representatives of each country should be held to hear various opinions and reflect them in rulemaking. This is essential to increase the acceptability of the rules and to build international consensus.

**14.10,5 Guidelines for applying flexible rules considering regional characteristics**

Since park golf is a sport enjoyed in various environments such as parks and riverside banks, it is necessary to give flexibility in the detailed application of rules according to the topography, climate, and cultural characteristics of each region.

For example, you could create guidelines such as:

★**Course design and hole layout**: The international standard course length is presented, but when the actual course is constructed, the length, difficulty, and hazard settings of the hole can be flexibly adjusted in consideration of the topographical characteristics of the region (slope, trees, waterways, etc.). This encourages the development of courses that make use of the characteristics of each region, and can add to the fun of park golf through courses of various difficulty levels.

★**Fine-tuning equipment specifications**: Basic equipment specifications, such as club length and ball weight, may be considered to follow international standards, but allow for fine-tuning of ball weight or material in certain environments (e.g., in windy areas). This can increase adaptability to the playing environment and contribute to improving the performance of players.

★**Flexibility in game management**: While strict rules are required in international competitions, park golf as a lifestyle sport focuses on participation and enjoyment, so guidelines are presented to simplify or modify some rules in local club competitions or friendly matches. For example, you can develop special rules for beginners or team rules for family participation.

**14.10.6 Importance of Rule Education and Promotion**

Once international standard rules are established, it is important to effectively educate and promote them to park golf clubs around the world. It is necessary to produce multilingual rulebooks, develop online educational contents, and strengthen rules education through international leadership training programs. In particular, changes or new interpretations of the rules should be disseminated promptly, and a question-and-answer system should be established to answer the questions of club members.

**14.10.7 International sanctions for violations of the Rules and the establishment of dispute resolution procedures**

Clear sanction standards and dispute resolution procedures for possible rule violations in international competitions should be established. This is essential to ensure fairness in the game and prevent unnecessary conflicts between players. It can also consider establishing a fair and independent dispute resolution system through cooperation with international sports arbitration organizations. These detailed adjustments and application plans will contribute to establishing the status of park golf as an international sport and at the same time achieving sustainable growth by respecting the characteristics of each region.

**14.10.8 Promotion of social impact and cultural exchange**

The internationalization of park golf can be an important medium to create various social effects and promote cultural exchanges between countries, beyond the spread of simple sports. This contributes to promoting harmony and understanding of humanity through the universal value of sports.

**14.10.9. Improving the quality of life of the elderly and expanding their participation in society**

Park golf is a sport optimized for the elderly, and its international spread will greatly contribute to improving the health and quality of life of the elderly around the world. You can stay healthy through physical activity, connect with nature through outdoor activities, and form social bonds through interaction with your peers. This leads to a reduction in depression, maintenance of cognitive function, and improvement of overall happiness in the elderly. In addition, park golf provides an opportunity for the elderly to actively participate in society and expand their social contribution by sharing their experiences and knowledge through volunteer activities or leadership activities.

**14.10.10 Promoting intergenerational and inter-class integration and communication**

Park golf is effective in promoting integration between generations and classes in that it is a sport that can be enjoyed by everyone of all ages. The international spread will provide a place for people of various ages and social backgrounds to communicate and exchange through park golf. Social inclusion can be strengthened by encouraging participation in the family unit and developing programs that support the participation of multicultural families and socially vulnerable groups. This alleviates social conflicts and contributes to the formation of a healthy community based on mutual understanding and respect.

**14.10.11 Promoting international understanding and friendship through sport**

International park golf competitions and exchange programs provide opportunities for players and officials from participating countries to understand and respect each other's cultures. Sports are a universal language that can be communicated across language and cultural barriers, and friendly relations between countries can be promoted through the process of sweating, competing, and cooperating together. This can be an important foundation for peace and cooperation in the international community.

In particular, the value of 'fun rather than competition' of park golf will have a more positive impact on the promotion of peace through sports.

**14.10.12 Enhancing Korean Culture and Image**

As a leading country contributing to the rapid growth and internationalization of park golf, the globalization of park golf will contribute to expanding Korea's cultural influence and enhancing the country's image. Through Park Golf, you can promote Korea's healthy lifestyle and sports culture, advanced sports infrastructure, and warm sense of community to the world. In addition, it can be an opportunity for Korea's related industries such as park golf-related equipment, clothing, and tourism products to advance overseas, creating cultural ripple effects as well as economic effects.

**14.10.13 Contribution to the Sustainable Development Goals (SDGs)**

The internationalization of park golf can also contribute to the achievement of the United Nations' Sustainable Development Goals (SDGs). In particular, it is highly related to goals such as 'health and well-being', 'quality education', 'reducing inequality', and 'sustainable cities and communities'. Park golf can contribute to supporting healthy living, disseminating sports skills and values through educational programs, reducing inequality by engaging various classes, and creating a sustainable urban environment by creating eco-friendly park golf courses. This means that park golf can play an important role in contributing to the sustainable development of mankind beyond just a sport. This social effect and promotion of cultural exchange will be an important factor that contributes to the health and happiness of human society in the long term as a non-economic value brought about by the internationalization of park golf

**결론 및 제언**

**Park golf is a fast-growing lifestyle sport in Korea, contributing greatly to health promotion and leisure activities in an aging society.**

**This study sought to explore the internationalization of park golf from various angles and to suggest a strategic direction for park golf to leap forward as a truly global sport**

**Study summary**

This study derives the key tasks for the internationalization of park golf as follows.

●**First**, international standardization and rule establishment. For the international spread of park golf, uniform game rules, equipment standards, and course design standards are essential. This secures the fairness of international competitions and lays the foundation for clubs around the world to enjoy park golf under the same conditions.

●**Second**, it is the development of professional manpower training and education programs. It is necessary to establish an internationally accepted qualification system for leaders and referees, and to develop multilingual educational contents to strengthen the human resource base for overseas dissemination. This ensures the qualitative growth of park golf and enables systematic dissemination.

●**Third**, revitalize international competitions and strengthen publicity. International park golf tournaments should be regularized, media exposure should be expanded, and the charm of park golf should be known to the world through various promotional strategies. This contributes to raising the awareness of park golf and promoting the influx of new club members.

●**Fourth**, it is a strategy to develop overseas markets and tailor it to the local area. It is necessary to establish a customized dissemination strategy that considers the cultural characteristics and leisure preferences of each country, and expand the base of park golf through close cooperation with local park golf associations.

●**Fifth,** eco-friendly park golf course creation and community cooperation. Park golf courses should be recognized as important leisure spaces and eco-friendly facilities for the local community, and the social value of park golf should be enhanced through coexistence with local residents.

●**Sixth**, popularization of park golf through digital innovation. Through the establishment of an online platform, the application of smart technology, and the development of metaverse and VR platforms, it is necessary to increase the accessibility of park golf and encourage the participation of the younger generation.

●**Seventh**, strengthen policy support from the government and local governments. It is necessary to prepare a legal and institutional foundation for the promotion of park golf and build a foundation for the sustainable development of park golf through stable financial support.

**15.1 Policy Proposals**

Based on the results of this study, policy proposals for the successful internationalization of park golf are as follows.

★**Strengthening international park golf cooperation organizations**: The roles and functions of the WPGF and IPGU should be strengthened, and a close network of cooperation between national park golf associations should be established to coordinate and implement international park golf policies.

★**Establishment of a global park golf master plan**: A global master plan for the internationalization of park golf should be established from a long-term perspective, and a step-by-step implementation strategy and detailed action plan should be prepared accordingly.

★**Establishment of an organization dedicated to the internationalization of park golf**: A dedicated organization should be established to systematically promote the internationalization of park golf or the functions of existing organizations should be expanded to increase professionalism and efficiency.

★**Establishment of an International Park Golf Development Fund**: The International Park Golf Development Fund should be established to secure stable financial resources for hosting international tournaments, overseas distribution, infrastructure construction, and research and development.

★**Strengthening Park Golf Public Diplomacy**: Park Golf should be actively used as a tool of public diplomacy to spread Korea's healthy leisure culture and contribute to the international community.

**15.2 Research Limitations and Future Research Directions**

This study attempted to comprehensively discuss the internationalization of park golf, but it has the following limitations.

●First, the internationalization of park golf is still in its early stages, and there is a lack of empirical data and overseas case studies. This served as a limitation in deepening the depth of the study.

●Second, this study mainly presented the internationalization of park golf from the perspective of Korea. In future research, it is necessary to analyze the current status and characteristics of park golf in various countries in depth to find a more universal and feasible internationalization strategy. Future research may expand in the following directions.

★**In-depth case studies on overseas park golf markets**: It is necessary to analyze the success and failure cases of countries where park golf has been popularized, such as Japan, Taiwan, and Mongolia, and obtain empirical data necessary for establishing internationalization strategies.

★**Quantitative analysis of the economic and social ripple effects of internationalization of park golf:** The impact of international tournaments and overseas dissemination activities on each country's economy and society should be quantitatively analyzed based on concrete data.

★**Technical and legal research on international standardization of park golf**: In addition to technical research on equipment standards and course design standards, the feasibility of international standardization should be enhanced through legal studies such as international sports laws and intellectual property issues.

★Expansion of sports scientific research on park golf: The academic value of park golf should be enhanced by expanding sports scientific research on the effects of improving park golf performance, preventing injuries, and promoting the health of the elderly.

★Study the role of the private sector in the internationalization of park golf: Research on how the private sector, including companies, non-profit organizations, and individual clubs, can contribute to the internationalization of park golf to find strategies to compensate for the limitations of government-led initiatives.

Park golf is more than just a sport, it has the potential to contribute to health promotion, social interaction, and international understanding. It is hoped that the measures proposed in this study will contribute to the growth of park golf as a truly global lifestyle sport.

1. **introduction**

* 1. **Concept and Origin of Park Golf**

Park golf is a compound word of 'Park' and 'Golf', and it is a form of golf that is played using wooden clubs and balls in a small green space such as a park. Unlike ordinary golf, it does not require a large site and expensive equipment, so it is in the spotlight as a lifestyle sport that anyone can easily access and enjoy.

Park Golf began in 1983 in Makube Town, Hokkaido, Japan, and was developed for the purpose of promoting leisure activities and health in an aging society. It quickly became popular in Japan, and more than 1,200 park golf courses were built nationwide, and it became a lifestyle sport with more than 2 million club members. In Korea, park golf courses were introduced in the early 2000s and are now spreading nationwide, especially among the elderly.

* 1. **Effect of Park Golf**

Park golf provides various positive effects.

●First, as a social effect, it becomes a place of communication that promotes friendship and promotes communication while enjoying with family, friends, and clubs.

●Second, as a health effect, it increases the amount of physical activity through outdoor activities, relieves stress, and contributes to improving cardiopulmonary function and strengthening muscle strength. In particular, it is very effective in maintaining the physical and mental health of the elderly.

●Third, as an economic effect, it contributes to the revitalization of the local economy through the creation and operation of park golf courses, and has a positive impact on the development of the related goods industry.

●Fourth, as an environmental effect, we contribute to the improvement of the urban environment by creating and managing green spaces by using parks or idle sites. Lastly, as an educational effect, it provides character development and educational value through compliance with rules, etiquette learning, and communion with nature.

**1.3 Composition of Park Golf**

Park golf has similar components to regular golf, but it is simplified in terms of scale and equipment. Park golf courses generally consist of 9 or 18 holes, and the distance per hole is about 50~100m. Key components include teeing ground, fairway, rough, bunker, green, hole cup, and pin. The equipment used is a wooden club and a plastic ball, and it is lighter and safer than ordinary golf, so even beginners can easily use it. The rules of park golf are similar to regular golf, but they are simplified and not complicated.

**Chapter 7 In-depth Analysis of the Constraints of Park Golf Internationalization**

For the globalization of park golf, it is essential to clearly understand the various constraints currently facing and seek effective solutions to them.

This chapter analyzes in depth the current status of park golf at home and abroad and the major factors that hinder the internationalization of park golf based on existing research.

**7.1 Factors limiting the revitalization of domestic park golf courses**

The doctoral thesis [1] provided analyzes the limiting factors for the revitalization of park golf courses in Korea through user and expert surveys. The major constraints derived from this study directly or indirectly affect the internationalization of park golf, so they need to be closely examined.

**7.1.1 Insufficient literature research and lack of infrastructure**

The doctoral dissertation [1] points out that "the infrastructure for park golf has not been established due to the lack of various literature studies on park golf in Korea." This means that park golf has not been studied enough academically, making it difficult to establish a systematic development strategy. For internationalization, in-depth academic research on the history, effects, social contribution, and economic ramifications of park golf must be supported. The lack of research limits the ability to effectively inform and persuade the international community of the value of park golf. In addition, the lack of infrastructure makes it difficult for foreign countries to provide the specific data and success stories needed to benchmark Korea's park golf development model.

**7.1.2 Absence of design guidelines and specifications suitable for domestic conditions**

The paper [1] emphasizes that "it is believed that the design guidelines and specifications for domestic park golf should be studied according to the actual situation in Korea." Currently, Japanese competition rules are followed, but independent design and construction standards that reflect Korea's topography, climate, and cultural characteristics are needed. This is an important basis for presenting Korea's unique technology and know-how in international standardization discussions. If Korea does not establish its own standards, it will be difficult to play a leading role in the international standardization process, which may eventually weaken Korea's influence in the globalization process of park golf.

**7.1.3 Insufficient legal and institutional support**

The point of the paper [1] that "there is still a lack of research on domestic laws and systems is a limiting factor for revitalization" suggests that there is a lack of legal and institutional foundations for the stable growth of park golf.

In particular, the proposal to establish a park golf event in the 'Act on Urban Parks and Green Spaces' and the 'Act on the Installation and Use of Sports Facilities' and to actively support local governments and the National Sports Council is important for establishing the status of park golf as a public sport and laying the basis for receiving systematic support. This lack of legal and institutional systems not only hinders the growth of park golf in Korea, but also makes it difficult for overseas countries to present an advanced legal and institutional model that can be used as a reference when introducing park golf.

**7.1.4 Development gap with Japan and poor infrastructure**

The thesis [1] compares the current status of park golf development in Japan with the poor situation in Korea, and argues that a holistic countermeasure is needed for park golf in Korea. In Japan, more than 1,200 park golf courses have been built, more than 2 million club members are active, and the active sponsorship of local governments and the establishment of an admission fee collection system, which is developing into a trend of large-scale and diversification. On the other hand, Korea has less than 400 proper park golf courses, and the situation is poor, such as the lack of an admission fee collection system, the lack of a local government support system, and the absence of research results. This gap in development is a major obstacle for Korea to play a leading role in the internationalization process of park golf. In order to spread park golf to the international community, Korea's own infrastructure and system must be advanced.

**7.1.5 Lack of specialization and technology investment in Korean park golf courses**

The thesis [1] suggests, "Korean park golf courses should characterize design guidelines and construction specifications, and establish know-how in club production and production by developing drainage facilities, green maintenance, and special material development, and active investment and management are required." This means that Korea lacks its own technology and know-how in the construction of park golf courses and equipment development. In order to be internationally competitive, it is necessary to establish new technologies such as drainage board production and club ball production to characterize Korean park golf and lay the technical foundation to lead other countries in terms of business and operation.

**7.1.6 User satisfaction and lack of program variety**

According to the survey results of the paper [1], park golf users are satisfied with the facilities themselves, but somewhat dissatisfied with variables such as 'various programs, 'parking facilities', and 'rest and exercise'. In addition, it is suggested that it is necessary to activate the use of nighttime lighting by installing night lighting, and to plan facilities that can accommodate dynamic usage behaviors such as 'recreation among families' and 'socializing with colleagues'. This lack of user satisfaction and program diversity acts as a factor that hinders the popularization of park golf and the influx of young people, which can have a negative impact on its international expansion. In order for park golf to become a sport loved all over the world, it is essential to develop programs and improve facilities that can meet the needs of various ages and classes.

**7.1.7 Lack of promotion and awareness of park golf**

As a result of an expert survey, it was recognized that park golf should be installed in 'spaces for ordinary people' and 'parks located in nearby areas', but it is pointed out that 'the number of users who use park golf is limited due to the lack of publicity of park golf' [1]. In addition, he suggests that we should make a lot of use of 'TV and media promotion'. This means that it does not effectively convey the popular and positive image of park golf. For internationalization, systematic and strategic PR activities that can promote the charm and value of park golf to the world are essential. Lack of awareness can be a big barrier for foreign countries to accept park golf as a new sport.

These constraints on the revitalization of domestic park golf courses may appear similarly in the process of internationalization of park golf or act as obstacles to internationalization. Therefore, for the globalization of park golf, it is necessary to solve domestic problems first and establish an international strategy based on this.

**7.2 Constraints on the globalization of park golf from an international perspective**

The internationalization of park golf is difficult due to various international specificities in addition to domestic constraints. This is because park golf has not yet fully established its foundation as a global sport.

**7.2.1 Low international recognition and lack of popular base**

Park golf is very poorly known in most countries except Japan and Korea. It is an unfamiliar sport to the general public, and even those who enjoy golf often do not know about the existence of park golf. This low awareness makes it difficult to attract new club members and is the most fundamental constraint that hinders the expansion of the international base.

★**Limitations in access to information**: Information about park golf is mainly provided only in Japanese and Korean, making it difficult for potential club members from non-Asian countries to obtain and understand information about park golf. International promotional materials, rulebooks, and educational contents are not provided in multiple languages, so information accessibility is very low.

★**Lack of media exposure:** It has not been adopted as an official sport in major international sporting events such as the Olympics or the Asian Games, so the opportunities for media exposure are extremely limited. This is a big obstacle for park golf to be widely known and interested in the public. Lack of media exposure also has a negative impact on sponsorship attraction.

★**Ambiguity of identity as a sport:** Park golf is similar to golf, but despite having its own unique charm that is different from golf, many people tend to perceive it as 'simplified golf'.

It is important to clearly establish the unique identity and value of park golf and effectively convey it.

**7.2.2 Lack of international standardization and unification of rules**

For the international spread of park golf, uniform international standard rules and equipment specifications are essential. Currently, Japan and Korea have different rules and equipment standards, which is a factor that secures fairness in international competitions and hinders the international mobility of athletes and equipment.

★**Different rules**: There are subtle differences in the rules of park golf by country and even region. This causes confusion when holding international competitions and makes it difficult for athletes to adapt when playing in other countries. Without uniform rules, there is a limit to the establishment of an international ranking system and the training of international referees.

★**Non-standardization of equipment standards**: The standards of equipment such as park golf clubs, balls, and hole cups are not internationally uniform. This creates difficulties in the production and distribution of equipment, and may cause restrictions on certain equipment when athletes participate in international competitions. Standardized equipment is important for creating a level playing field and promoting the development of the equipment industry.

★**Lack of course design and construction standards**: The internationally accepted park golf course design and construction standards are not clear. This makes it difficult to secure consistent quality when constructing park golf courses, and it makes it difficult to secure standardized courses that can attract international competitions. There is also a lack of international guidelines for eco-friendly course creation and maintenance.

**7.2.3 Insufficient international organisational and governance frameworks**

There is still a lack of a strong and systematic international organization and governance system that can lead and manage the international development of park golf. International organizations such as the World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU) exist, but their roles and functions are often not clearly defined or their international influence is insufficient.

★**Decentralized international organizations**: There are many international park golf-related organizations, which may have overlapping roles or may not cooperate well. This can lead to confusion in international policy formulation and implementation, and inefficient allocation of resources. The need for a strong and integrated international organization is raised.

★**Lack of financial independence**: Most international park golf organizations are not financially independent and tend to rely on the support of a particular country or organization. This limits the establishment and execution of long-term business plans and restricts the scope of international activities. It is urgent to develop various revenue models to secure stable financial resources.

★**Lack of professional and administrative capabilities**: There is often a shortage of people with expertise in international sports administration, marketing, and diplomacy within international park golf organizations. This can lead to inefficiencies in building international partnerships, hosting competitions, and public relations

**7.2.4 Language and cultural barriers**

Park golf is an Asian cultural sport that originated in Japan and spread to Korea, so it faces language and cultural barriers when it spreads to non-Asian countries. This makes it difficult to effectively convey the value and charm of park golf.

★**Language barriers**: Park golf-related terms, rule explanations, and educational materials are mainly available in Japanese and Korean, limiting accessibility for speakers of other languages. Professional translation and multilingual content development are urgently needed.

★**Differences in cultural acceptance**: Different countries' leisure preferences, sports culture, and social perceptions of the elderly may prevent the effective transmission of the values of park golf (e.g., health promotion, social interaction, and nature-friendly activities). It is necessary to develop customized promotional strategies and programs that fit the local culture.

★**Difference in perception: In the West**, there is a tendency to perceive park golf as a sub-concept of golf or not to accept it as a serious sport. It is necessary to clearly present the unique charm of park golf and its value as a sport, and make efforts to improve this perception.

**7.2.5 Infrastructure imbalances and financial limitations**

The creation and maintenance of park golf courses requires considerable costs, which vary greatly depending on the economic situation of each country and the order of policy priorities. Infrastructure imbalances and financial limitations are important factors that hinder the international spread of park golf.

★**Lack of park golf course infrastructure**: In most countries except Japan and Korea, the number of park golf courses is absolutely insufficient, or the existing facilities are deteriorating, and they are often located in inaccessible areas. This makes it difficult to attract new club members and hinders the popularization of park golf.

★**Lack of financial support**: Despite the growing importance of park golf as a lifestyle sport, in some countries it is not receiving sufficient financial support due to the lack of policy priorities of the government or local governments. This makes it difficult to create a new park golf course, improve existing facilities, and secure the budget necessary for operation and maintenance.

★**Difficulty in attracting private investment**: Park golf is still not recognized as a commercial sport, so it is difficult to attract investment from private companies. This hinders the growth of the park golf-related industry and delays the development of new technologies or services.

These international constraints must be considered when establishing a strategy for the globalization of park golf. Through in-depth analysis of each constraint factor and preparation of customized solutions, park golf will be able to leap forward as a truly global sport

**8.1 International standardization and rulemaking**

For the successful internationalization of park golf, the most basic prerequisite is to establish internationally accepted standardized rules, equipment standards, and course design standards. This is essential to ensure fairness in international competitions, lay the foundation for clubs around the world to enjoy park golf under the same conditions, and promote the growth of park golf-related industries.

**8.1.1 Establishment and dissemination of international standard rules**

Currently, park golf originated in Japan and spread to Korea, and in the process of spreading, some rules are sometimes modified or interpreted according to the actual situation of each country. This causes confusion when holding international competitions and makes it difficult for athletes to adapt when playing in other countries. Therefore, it is necessary to establish a unified international standard rule centered on international organizations such as the World Park Golf Federation (WPGF) or the International Park Golf Federation (IPGU) and disseminate it around the world.

★**Formation of rule-making committees**: An international rule-making committee with the participation of national park golf associations and experts will be established to closely review existing rules and establish uniform rules through international consensus. In this process, without compromising the intrinsic fun and value of park golf, it is necessary to secure flexibility that can be accepted in various cultures.

★**Multilingual rulebook production and distribution:** The established international standard rules are translated into major languages such as English, Chinese, and Spanish, and the multilingual rulebook is produced and distributed worldwide through online and offline. The rulebook uses illustrations and diagrams to enhance understanding, and includes an FAQ section to provide clear answers to frequently asked questions.

★**Establishment of an online rules education platform**: An online education platform is established to help people understand international standard rules. This platform provides rule explanation videos, simulation games, and quizzes to help club members learn the rules easily and fun. In addition, in conjunction with international referee training programs, we will strengthen the professionalism of rules education.

**8.1.2 Standardization of equipment standards and introduction of certification system**

If the standards of equipment such as park golf clubs, balls, and hole cups are not unified internationally, difficulties may arise in the production and distribution of equipment, and the fairness of international competitions may be harmed. Therefore, it is necessary to establish international standard equipment specifications and introduce a certification system for them.

★**Establishment of equipment standards**: In conjunction with international rule-making committees, a subcommittee on equipment specification is formed with the participation of equipment experts. Clearly define detailed specifications for all equipment, such as club length, weight, material, ball size, weight, elasticity, hole cup diameter, and depth. In this process, we must find a balance that does not hinder technological innovation and ensures fair competition.

★**Introduction of international certification system**: International certification system will be introduced in accordance with the established equipment standards. This encourages equipment manufacturers to produce products that meet international standards and helps enthusiasts choose reliable equipment. Certified equipment is given an international certification mark so that consumers can easily identify it.

★**Equipment R&D support**: We support R&D of equipment that meets international standard equipment specifications while improving performance and reliability. In particular, it encourages the development of equipment using eco-friendly materials and customized equipment for various users, such as the elderly and the disabled.

**8.1.3 Establishment of Course Design and Composition Standards**

Park golf courses have a great impact on the quality and safety of the game and environmental sustainability. Internationally accepted course design and construction standards should be established so that park golf courses of consistent quality can be experienced anywhere in the world.

★**Develop course design guidelines**: Develop course design guidelines that take into account hole length, difficulty, hazard placement, safe distance, and eco-friendliness. This guideline provides standard guidelines for park golf course designers to refer to, and enables flexible design that reflects the characteristics of the region.

★**Course creation and maintenance standards**: Establish standards for course creation and maintenance, such as lawn management, drainage systems, and facility installation. This is important to keep the quality of the course constant and to ensure the sustainability of the course in the long term. In particular, eco-friendly maintenance methods should be encouraged and harmony with the local ecosystem should be considered.

★**International Course Certification Program**: We operate an international course certification program for courses that meet international standards. This contributes to securing courses that can host international competitions and improving the overall quality of park golf courses. Certified courses are given an international course certification mark to enhance the publicity effect.

**8.1.4 Benefits and Expected Effects of International Standardization**

International standardization of park golf can bring various benefits and expected effects, such as:

★**Boost international competitions**: Uniform rules, equipment and course standards can increase the fairness and credibility of international competitions, enabling more countries and athletes to participate in international competitions. This contributes to raising the international status of Park Golf and expanding media exposure.

★**Expansion of the base of club members**: By allowing clubs around the world to enjoy park golf with the same rules and equipment, it is possible to increase access to park golf and promote the influx of new club members. This accelerates the global popularization of park golf.

★**Promotion of industrial development**: Standardized equipment standards increase the production efficiency of park golf-related equipment manufacturers and promote the development of new technologies. In addition, by expanding the international distribution network, the scale of the park golf industry can be increased and economic value can be created.

★**Promotion of research and education**: Uniform standards facilitate the development of academic research and education programs for park golf. This strengthens the scientific foundation of park golf and contributes to the cultivation of professional manpower. International standardization is a key strategy for park golf to leap forward as a truly global sport, and through this, park golf will be able to establish itself as an important lifestyle sport that contributes to the health and leisure life of people around the world.

**8.2 Development of professional training and training programs**

In order to spread park golf internationally, it is essential to go beyond simply increasing facilities, nurture professionals who can guide, manage, and disseminate park golf, and develop systematic education programs. This plays an important role in ensuring the qualitative growth of park golf and strengthening the human base for overseas distribution.

**8.2.1 Establishment of a system for training international leaders and referees**

It is necessary to establish an internationally accepted park golf instructor and referee qualification system and cultivate professional manpower through this. This contributes to securing the fairness of international competitions and systematically disseminating park golf in each country.

★**Establishment of international qualification standards**: The International Park Golf Federation (IPGU) or the World Park Golf Federation (WPGF) will establish qualification standards for international leaders and referees. This standard should include comprehensive content such as park golf technology, rules, safety, course management, and educational methodology. By establishing a qualification system for each level, it is possible to train beginner, intermediate, and advanced instructors and referees.

★**Develop international education programs**: Develop educational programs that meet international qualification standards and disseminate them to national park golf associations. The training program consists of theoretical education, practical training, and on-the-job training, and uses multilingual teaching materials and online educational content to increase accessibility. In particular, through overseas training programs, we support leaders to build international experience and networks.

★**International Qualification Certification and Management**: International qualification examinations are held regularly, and internationally recognized certificates are granted to those who pass them. Continuous remuneration education is mandatory even after obtaining the qualification to maintain and improve the professionalism of leaders and referees. We establish a qualification management system to systematically manage the information of qualified persons and support international activities.

**8.2.2 Development and dissemination of multilingual educational content**

Multilingual educational content should be developed and distributed to improve understanding of park golf and promote the influx of new club members. This is effective in breaking down the language barrier and promoting the charm of park golf to the world.

★**Translation and production of basic educational materials**: Basic educational materials that explain the history, rules, basic skills, and etiquette of park golf are translated into major languages such as English, Chinese, and Spanish. In addition to text materials, pictures, photos, and videos are used to help visual understanding.

★**Establishment of an online learning platform:** Establish an online learning platform for park golf education. The platform includes educational videos, interactive quizzes, and virtual simulations available in multiple languages to help learners learn park golf anytime, anywhere. In addition, an online community function is added to enable information exchange and communication among learners.

★**Customized education program development**: Develop customized education programs for various age groups and classes, such as children, adolescents, women, and people with disabilities. For example, we will introduce park golf in school sports programs or explore using park golf in rehabilitation programs for the disabled. Localize the program in consideration of each country's cultural characteristics and educational environment.

**8.2.3 Park Golf Academy and Training Program Operation**

Park golf academies and training programs should be operated to nurture park golf professionals through systematic education and to support the improvement of general club members.

★**Establishment of the International Park Golf Academy**: The International Park Golf Academy was established in Korea, the mecca of park golf, to provide professional education for overseas coaches and players. The academy is equipped with the latest facilities and equipment and has experienced instructors to improve the quality of education.

★**Overseas training and exchange programs**: Operate overseas training and exchange programs in cooperation with park golf associations in each country. We will transfer Korea's advanced park golf system and know-how, share the development status of park golf in each country, and strengthen mutual cooperative relationships.

★**Operation of park golf classes by region**: Park golf classes for local residents are operated in connection with park golf courses in each region. It provides a variety of programs from introductory courses for beginners to advanced courses for experienced people to expand the base of park golf.

**8.2.4 Expected Effects of Cultivating Professionals**

The development of professional manpower training and education programs can have the following positive effects on the internationalization of park golf.

★**Systematic dissemination and diffusion**: Leaders with expertise can systematically disseminate and spread park golf in each country to promote the qualitative growth of park golf.

★**Improving performance and strengthening international competitiveness**: Professional training can improve athletes' performance and enhance their competitiveness in international competitions

★**Raising the status of park golf**: Park golf is more than just a leisure activity, it contributes to securing its status as a sport with professionalism.

★**Job creation**: We will contribute to the development of related industries by creating new occupations such as park golf instructors, referees, and course managers.

The development of such professional training and education programs is essential for Park Golf to achieve sustainable growth and establish itself as a global sport that contributes to the health and happiness of people around the world.

**8.3 Boosting international competitions and promoting them**

In order to increase the international recognition of park golf and promote the influx of new club members, it is necessary to revitalize international competitions and promote the charm of park golf to the world through systematic promotion strategies. This plays a key role in growing Park Golf into a global sports brand.

**8.3.1 Regularization and expansion of international park golf tournaments**

International park golf tournaments should be regularized, and the number of participating countries and participants should be expanded to provide an international playing field. This contributes to improving the performance of players and increasing interest in park golf.

★**World Park Golf Championship**: The world's most prestigious park golf championship is held on a regular basis, providing a platform for park golfers from all over the world to compete and socialize. The tournament is held under the leadership of the WPGF or IPGU, and the selection of the venue comprehensively considers the current status of park golf, infrastructure, and the will of the host country. The goal is to gradually expand the scale of the Games to secure a status comparable to large-scale sporting events such as the Olympics and the Asian Games.

★**Revitalization of continental and regional competitions**: Revitalize park golf federations in Asia, Europe, and America, and regularize continental championships and regional friendly tournaments. This promotes the development of park golf in each region and lowers the barrier to entry into international competitions.

In particular, we will actively support regional competitions to promote park golf in developing countries.

★**Development of various types of tournaments**: Develop various types of tournaments such as individual, team, and mixed competitions to arouse the interest of participants and show the various charms of park golf. In addition, festival-style competitions for amateur clubs and competitions to encourage participation in families will be held to strengthen the popularity of park golf.

**8.3.2 Increasing media exposure and establishing a PR strategy**

In order to overcome the low awareness of park golf and attract public attention, it is necessary to expand media exposure and establish a systematic PR strategy.

★**Use of sports channels and online platforms:** International park golf tournaments are broadcast through sports channels or major online sports platforms to promote park golf to viewers around the world. In addition to game broadcasting, various contents such as the history, rules, player introductions, and course features of Edo Park Golf are produced to enhance understanding of Park Golf.

★**Strengthen social media marketing:** Utilize various social media platforms such as Facebook, Instagram, YouTube, and TikTok to promote the charm of Park Golf. Through short and interesting video content, infographics, and challenge this vent, it induces the participation of the younger generation and creates a viral marketing effect.

★**Appointment of Park Golf Ambassadors**: Famous sports players, celebrities, and influencers are appointed as Park Golf ambassadors to enhance the public image of Park Golf and secure a new fan base. Ambassadors participate in park golf experience events, fan meetings, and charity matches to directly promote the charm of park golf.

★**Participation in international sports fairs and exhibitions**: Participate in international sports fairs and exhibitions to promote park golf and establish potential partnerships. Experience booths are operated to provide opportunities for visitors to experience park golf and introduce park golf-related supplies and technologies.

**8.3.3 Sponsorship and Funding**

In order to secure stable financial resources necessary for international tournaments and PR activities, efforts should be made to attract sponsorships and develop various revenue models.

★**Attract corporate sponsorship:** Attract sponsorships for companies that are highly related to park golf, such as sporting goods companies, health-related companies, and tourism companies. Sponsoring companies are provided with various benefits such as the right to use the name of the competition, exposure to advertisements, and VIP invitations to create mutual benefits.

★**Securing support from governments and international organizations:** Explain the social and economic value of park golf to governments and international sports organizations, and request financial support.

In particular, it seeks to utilize international cooperation funds for the spread of park golf in developing countries.

★**Goods sales and licensing business**: Develop and sell Park Golf-related goods (clothing, hats, souvenirs, etc.) and generate revenue through the Park Golf brand licensing business. This contributes to increasing the brand value of Park Golf and forming a fandom.

**8.3.4 Expected effect of revitalizing international competitions and strengthening publicity**

Revitalizing international competitions and strengthening publicity can have the following positive effects on the internationalization of park golf.

★**Increasing awareness and popularity**: Increasing international awareness of park golf and securing public popularity to promote the influx of new club members. Enhancing the status of sports: Park golf is more than just a leisure activity, it contributes to securing its status as a competitive international sport

★**Economic ripple effect**: Contribute to revitalizing the local economy and creating jobs through international competitions and the growth of related industries.

★**Enhancing the national image**: Through park golf, Korea's healthy sports culture and advanced system are introduced to the world and the national image is enhanced. Through these efforts, park golf will be able to grow into a global sport that contributes to the health and leisure life of people around the world.

**8.4 Overseas Market Development and Local Customized Strategy**

For the globalization of park golf, it is important to actively explore overseas markets so that it can spread to various cultures around the world, not limited to a specific country or region, and to establish a customized strategy that takes into account the characteristics of each region. This is an essential element to expand the global base of park golf and achieve sustainable growth.

**8.4.1 Analyze the potential market and set targets**

The first step in developing overseas markets is to analyze the potential market suitable for the spread of park golf and to set effective target countries and regions. Rather than applying the same strategy to all countries, priorities should be based on a comprehensive view of each country's demographics, leisure culture, sports infrastructure, and economic level.

★**Countries with an aging society and health values**: Park golf is a sport that is particularly suitable for the elderly, so countries with a rapidly aging population or a high interest in improving public health can be prioritized. For example, some countries in Europe or North America have this characteristic.

★**Countries with abundant parks and green spaces**: Park golf is created using parks or idle green spaces, so countries with well-equipped park infrastructure in their cities or countries with high demand for eco-friendly leisure activities are advantageous. This helps reduce the initial cost required for the creation of a park golf course and increase accessibility.

★**Countries with policies to promote sports in life**: Countries where the government or local governments have a policy commitment to revitalize sports or encourage citizens to participate in sports provide a positive environment for the spread of park golf. In these countries, the spread of park golf can be accelerated through policy support.

★**Potential to utilize existing golf infrastructure**: In countries where the existing golf infrastructure is well established but access to public golf is low, park golf can be positioned as a new alternative sport. It is also possible to consider converting idle sites or closed golf courses in existing golf courses into park golf courses.

**8.4.2 Dissemination strategy tailored to local culture and environment**

A customized dissemination strategy should be established that considers the cultural characteristics, social values, and environmental factors of the selected target countries and regions. Rather than adhering to the one-sided Korean model, we need to increase the acceptance of park golf through a localized approach.

★**Establish local partnerships**: Establish close working relationships with local partners, such as national sports associations, local governments, private companies, and local communities. Local partners play an important role in providing administrative support, infrastructure security, and cultural understanding necessary for the spread of park golf. Mutual benefits are created through joint business development, technology transfer, and personnel exchange.

★**Develop locally customized programs**: Develop customized park golf programs in consideration of each country's leisure activity preferences and sports participation culture. For example, cultures that favor family-oriented leisure activities will strengthen their family participation programs, while cultures that favor competitive sports will develop competition-oriented programs. In addition, promotional materials and educational content suitable for the local language and cultural context are produced.

★**Eco-friendly course creation and management**: In consideration of each country's environmental regulations and ecological characteristics, eco-friendly park golf course creation and management plans are prepared. Make the most of local vegetation and topography, and apply sustainable development principles such as water conservation, energy efficiency, and waste minimization. This strengthens the image of park golf as an eco-friendly sport and contributes to increasing the acceptance of local residents.

★**Localization of equipment and supplies**: Localize park golf equipment and supplies to reflect the needs and preferences of the local market. For example, you can use materials that are resistant to certain climatic conditions, or you can use designs or colors that the locals prefer. In addition, local production can reduce logistics costs and contribute to job creation.

**8.4.3 Promotion of international cooperation and exchanges**

In order to develop overseas markets, it is necessary to expand the global network of Park Golf by activating international cooperation and exchanges. This plays an important role in raising the international status of park golf and promoting mutual development. International Park Golf Forum and Conference: International Park Golf Forums and Conferences are held regularly to share the development of park golf in each country, benchmark success stories, and discuss ways to cooperate internationally. Through academic presentations, policy proposals, and business meetings, knowledge and information related to park golf are exchanged.

★**International Exchange Program**: International exchange programs are run for athletes, coaches, referees, and club members. Through visits to overseas park golf courses, joint training, and friendly matches, international friendship relations are promoted and various cultural experiences are provided. This contributes to strengthening the global community of Park Golf.

★**Support Program for Developing Countries**: We operate a support program for developing countries where park golf is insufficient. By providing technical support for the construction of park golf courses, donating equipment and supplies, and dispatching leaders, we will contribute to the revitalization of life and sports in developing countries, and practice international development cooperation through sports.

**8.4.4 Expected Effects of Overseas Market Development**

Overseas market development and locally tailored strategies can bring the following positive effects to the internationalization of park golf.

★**Expanding the global base**: By spreading park golf to various countries and regions around the world, the number of global club members will increase and the popularization of park golf will be accelerated.

★**Securing new growth engines**: Securing new growth engines beyond the limits of the domestic market and expanding the scale of park golf-related industries to create economic value.

★**Strengthening its international status**: Park golf will secure its status as a truly global sport and contribute to expanding Korea's influence in the international sports world.

★**Promotion of cultural exchange and understanding**: Through park golf, people from various cultures can interact and communicate, and contribute to the promotion of mutual understanding and friendship.

Such overseas market development and locally tailored strategies are essential for Park Golf to achieve sustainable growth and establish itself as a global sport that contributes to the health and happiness of people around the world.

**8.5 Creation of eco-friendly park golf courses and cooperation with local communities**

In order to spread park golf internationally, it is essential to create and operate an eco-friendly park golf course that not only functions as a sports facility, but also considers harmony with the environment and coexistence with the local community. This plays an important role in promoting the sustainable development of park golf and enhancing its social value.

**8.5.1 Principles of Eco-friendly Park Golf Course Creation**

Since park golf courses are sports enjoyed in a nature-friendly space, environmental protection and ecosystem preservation should be considered as a top priority from the construction stage. This is a way to strengthen the positive image of park golf and meet the needs of a modern society with high environmental awareness.

★**Preservation of natural topography and vegetation**: When creating a park golf course, the existing natural topography and vegetation should be preserved and utilized as much as possible. Unnecessary civil engineering work is minimized, and ecological diversity is maintained by planting plants unique to the region. Efforts are made to restore damaged areas to their natural state through ecological restoration.

★**Use of eco-friendly materials**: When creating courses and installing facilities, materials with eco-friendly certification or recyclable materials are given priority. For example, wooden decks and benches use wood from sustainable forests, and paving materials use water-permeable materials to help rainwater infiltration.

★**Establishment of a water management system**: Establish a rainwater storage system and a recycled water use system for efficient water management. Minimize water consumption required for lawn care and prevent water pollution by reducing the use of fertilizers and pesticides. The natural drainage system minimizes the installation of artificial drainage facilities.

★**Energy efficiency**: We will introduce energy-efficient facilities for lighting and management facilities in park golf courses, and seek ways to use new and renewable energy such as Taeyang power generation.

This reduces operating costs and contributes to a reduction in carbon emissions.

★**Promotion of biodiversity**: Efforts are made to create a space for wild animals and plants to live around the park golf course and to promote biodiversity. An insect hotel and bird habitat can also be created to be used as a place for nature learning.

**8.5.2 Strengthening win-win and cooperation with local communities**

Park golf courses can be an important leisure space for local residents and the center of the community, so it is necessary to establish a win-win model through close cooperation with the local community. This increases the social acceptability of park golf and enables sustainable operation.

★**Expansion of local residents' participation**: Actively collect and reflect the opinions of local residents in the process of creating and operating park golf courses. Information is shared through resident briefings and public hearings, and residents are encouraged to participate through volunteer activities or park golf club activities. This is important for the park golf course to establish itself as a space loved by local residents.

★**Contribution to revitalizing the local economy**: We create local jobs through the operation of park golf courses and contribute to economic revitalization in connection with local commercial areas. For example, discounts can be provided through partnerships with shops around the park golf course, or souvenirs using local specialties can be developed and sold. In addition, by hosting international competitions, the influx of tourists will be increased, giving vitality to the local economy.

★**Educational and cultural program linkage**: Park golf courses are used to operate educational and cultural programs for local residents. Park golf classes, environmental education, health lectures, and cultural performances will be held to make the park golf course function as a complex leisure space beyond a simple sports facility.

In particular, it develops nature learning and sports experience programs for children and adolescents to contribute to cultivating environmental awareness in future generations.

★**Consideration for the socially disadvantaged and strengthening accessibility**: Strengthen the accessibility of facilities so that the socially disadvantaged, such as the elderly and the disabled, can easily enjoy park golf. In addition to physical improvements, such as installing ramps, securing movement lines that allow wheelchairs to move, and providing special equipment, efforts are also made to improve social consideration and awareness.

★**Conflict management and communication channel establishment**: Prevent conflicts with local residents, such as noise and parking problems that may occur in the process of operating park golf courses, and establish a communication channel that can be resolved quickly and transparently when they occur. Listen to residents' opinions through regular resident meetings and online bulletin boards, and solve problems based on mutual understanding.

**8.5.3 Expected Benefits of Sustainability and Community Cooperation**

The creation of eco-friendly park golf courses and cooperation with local communities can bring the following positive effects to the internationalization of park golf.

★**Sustainable development**: By protecting the environment and coexisting with the local community, we can promote the sustainable development of park golf and pass on a healthy leisure environment to future generations. Enhancing a positive image: By building a positive image of park golf as an eco-friendly and socially responsible sport, it contributes to increasing public acceptance and gaining international reputation.

★**Presenting a new model**: Park golf can present a new model of sports facilities and a best practice that pursues both environmental and social values.

★**Expansion of international cooperation**: The green and community cooperation model contributes to the solution of environmental and social problems in the international community and expands international cooperation in related fields. Through these efforts, park golf will be able to grow into a sustainable global lifestyle sport that has a positive impact on the environment and society, beyond just a sport.

**8.6 Popularization of Park Golf through Digital Innovation**

In modern society, digital technology has become an essential element for the popularization and spread of sports. In order to internationalize park golf, it is necessary to actively embrace and utilize digital innovation to promote the influx of young generations, increase accessibility, and provide new experiences. This plays an important role in securing the future growth engine of park golf.

**8.6.1 Building and Utilizing Digital Platforms**

It is necessary to build a digital platform that can provide park golf-related information, form a community, and manage the reservation system in an integrated manner to increase user convenience.

★**Integrated mobile app development**: Develop an integrated mobile app that can solve park golf course information (location, reservation, usage fee, course information), real-time game record management, club activities, educational content, and equipment purchase in one place. The app supports multiple languages, making it easily accessible to users around the world. It increases accessibility through user-friendly UI/UX design and provides intuitive functions.

★**Activate online communities**: Activate online communities within the app or through a separate website. It provides a space for club members to share game experiences, exchange information, and strengthen friendships. Online challenges, ranking systems, and events are used to encourage participation and community activities.

★**Smart reservation and payment system**: Build a system that can easily process park golf course reservations and payments online. It provides real-time reservation status checking, mobile payment, and cancellation and change functions to maximize user convenience. This increases the efficiency of park golf course operation and improves accessibility for users.

★**Provision of data-based customized services**: Personalized services are provided by analyzing user data collected through the app (match records, preferred courses, activity time, etc.).

For example, it increases user satisfaction by recommending courses that match individual skills, suggesting customized training programs, and recommending clubs based on interests.

**8.6.2 Applying and Utilizing Smart Technology**

Smart technologies such as the Internet of Things (IoT) and artificial intelligence (AI) should be applied to park golf to improve the game experience and increase the efficiency of course management.

★**Smart Scoring System**: A GPS-based smart scoring system is introduced that allows players to accurately measure the distance from their location to the hole and automatically record their scores. This contributes to increasing the convenience of playing the game and ensuring fairness by reducing errors.

★**AI-based swing analysis and coaching**: Develop a system that analyzes the swing of park golf using AI technology and provides personalized coaching. Swing data is collected through smartphone cameras or wearable devices, and AI analyzes it to provide specific feedback such as posture correction and distance improvement. This helps club members improve their skills and expands professional education opportunities.

Smart course management system: IoT sensors are used to monitor the condition of the park golf course turf (moisture, nutrients, temperature, etc.) in real time, and AI analyzes it to suggest optimal turf management plans. This increases the efficiency of course management and enables eco-friendly maintenance.

★**Virtual Reality (VR) and Augmented Reality (AR) Experience Contents:** We will develop content that allows you to virtually experience Park Golf using VR/AR technology. It allows you to experience various courses and practice your swing without going to the actual park golf course. This can be used as a means of promoting interest in park golf and influx of new club members.

**8.6.3 Global Content Strategy and Esports**

In order to promote the charm of park golf to the world and induce the participation of the younger generation, it is necessary to establish a global content strategy and promote e-sports in the long term.

★**Multilingual video content production**: We produce high-quality multilingual video content that contains the basic rules, technology, history, and highlights of international competitions and distribute it to global video platforms such as YouTube and Netflix. Through collaboration with famous YouTubers and influencers, the spread of park golf content is increased.

★**Global influencer marketing**: Collaborate with sports influencers or health-related influencers in each country to produce park golf experience content and promote it through social media. This effectively informs the target audience about park golf and contributes to building a positive image.

★**Park Golf e-sports league development**: Develop a Park Golf simulation game and operate an e-sports league based on it. This encourages the participation of the younger generation and contributes to the expansion of park golf into a new form of entertainment. The e-sports league can increase the awareness of park golf through online broadcasting, prize money, and fandom formation, and create a new revenue model.

★**Global Park Golf Challenge and Event**: Global challenges or events are held online for park golf clubs around the world to participate in.

For example, challenges to record the lowest score on a particular course or challenges to showcase the most creative swings to encourage participation and maintain interest in park golf.

**8.6.4 Expected effects of digital transformation**

Popularizing park golf through digital innovation can bring the following positive effects. ★**Improved accessibility and convenience**: Through digital platforms and smart technologies, we will increase access to park golf and maximize the convenience of users.

★**Promote the influx of young generations**: Stimulate the interest of the younger generation through digital content and e-sports, and expand the main user base of park golf.

★**Raising global awareness and image**: Promoting the charm of park golf to the world through various digital channels and building a modern and innovative sports image.

★**Creation of new revenue models**: Digital content, e-sports, and data-based services create new revenue models for park golf-related industries. This digital innovation will be an essential driving force for park golf to leap beyond the limits of traditional lifestyle sports to become a future-oriented global sport.

**8.7 Strengthening policy support from the government and local governments**

In order to successfully promote the internationalization of park golf, active and systematic policy support from the government and local governments is essential. Private efforts alone are limited, and park golf can achieve sustainable growth and leap forward as a global sport only with national support and institutional support.

**8.7.1 Necessity and Importance of Policy Support**

Park golf creates various social values beyond simple sports activities, such as improving public health, expanding leisure activities for the elderly, revitalizing the local economy, and promoting international exchanges.

In order to maximize this public value, policy support from the government and local governments is essential. Policy support should be provided in all areas such as infrastructure expansion, professional training, promotion and marketing, and international cooperation.

★**Support for infrastructure expansion**: Infrastructure expansion should be accelerated through financial support and simplification of administrative procedures necessary for the creation and maintenance of park golf courses. In particular, it supports the construction of efficient infrastructure by using idle sites and introducing eco-friendly construction methods

★**Financial support and budget security**: National and local budgets should be secured to provide stable financial support for park golf-related projects (hosting tournaments, operating educational programs, overseas distribution, etc.). It seeks to utilize various financial resources such as sports promotion funds and lottery funds.

★**Preparation of legal and institutional foundations**: Park golf should be legally defined as a lifestyle sport, and the status of park golf should be strengthened by improving related laws and systems.

For example, the National Sports Promotion Act and the Act on Urban Parks and Green Spaces will consider establishing or strengthening park golf-related provisions.

**8.7.2 Establishment of legal and institutional foundations for the promotion of park golf**

For the stable growth and internationalization of park golf, it is important to solidify the legal and institutional foundations. This contributes to increasing the predictability of park golf-related businesses and inducing private investment.

★**Review of enactment of the Park Golf Promotion Act**: In the long term, it is possible to review the enactment of the 'Park Golf Promotion Act', an independent law for the systematic development and support of park golf. The law provides a comprehensive framework for the development of park golf, including the definition of park golf, the establishment of a basic plan for promotion, financial support, professional training, and international cooperation.

★**Revision and supplementation of related laws**: Park golf will be clearly included in the existing 'National Sports Promotion Act', 'Act on Urban Parks and Green Spaces', and 'Act on the Installation and Use of Sports Facilities', and the regulations necessary for the creation and operation of park golf courses will be supplemented.

In particular, reflecting the public nature of the park golf course and its characteristics as a living sports facility, it will be revised to ease regulations and expand support.

★**Enactment and enforcement of ordinances**: Each local government enacts the 'Park Golf Promotion Ordinance' that reflects the characteristics of the region and prepares specific support measures for the creation and operation of park golf courses, program development, and participation of local residents. This is a practical basis for the revitalization of park golf at the local level.

**8.7.3 Financial support and investment attraction strategies**

Securing stable finances is essential for the sustainable development of park golf. In addition to direct financial support, the government and local governments should support the growth of the park golf industry through various investment attraction strategies.

★**Expansion of national and local budgets**: Gradually expand national and local budgets for park golf-related projects.

In particular, budget support for attracting and holding international competitions, overseas dissemination projects, and professional training programs will be strengthened.

★**Utilization of funds such as Sports Toto:** Funds for sports promotion, such as Sports Toto proceeds and lottery funds, will be actively used for the development of park golf. This enables stable and continuous financial resources.

★**Providing incentives to attract private investment**: Various incentives such as tax reductions, floor area ratio relaxation, and subsidies are provided to private companies that invest in park golf course construction and related industries to induce private investment. This can reduce the financial burden on the government and promote the growth of the park golf industry.

★**Activate crowdfunding and donations**: Build a crowdfunding platform for the development of park golf or activate the donation culture to encourage the participation of ordinary citizens. This not only secures financial resources, but also contributes to increasing the public's interest and affection for park golf.

**8.7.4 International cooperation and diplomatic use**

The government and local governments should use park golf as an important tool for sports diplomacy to strengthen international cooperation and enhance Korea's national image.

★**Strengthening sports diplomacy**: Expand sports aid to developing countries through park golf and strengthen cooperation with international sports organizations. By dispatching park golf instructors, providing equipment, and transferring technology, we will expand Korea's soft power and strengthen its leadership in the international community.

★**Support for attracting international sporting events:** Provide administrative and financial support for international sporting events such as international park golf tournaments, forums, and conferences. This contributes to raising Korea's international status and strengthening its role as a global hub for park golf.

★**Linking cultural exchange programs:** Develop cultural exchange programs using park golf to promote Korean culture to the world and promote mutual understanding.

For example, in connection with the park golf tournament, Korean cultural experience events and traditional performances can be held.

**8.7.5 Expected effects of government and local government support**

Strengthening policy support from the government and local governments can have the following positive effects on the internationalization of park golf.

★**Laying the foundation for sustainable growth**: Lay the foundation for Park Golf to achieve sustainable growth through stable financial support and institutional support.

★**Strengthening its international status**: We will raise the international status of park golf through support at the national level, and enable Korea to play a role as a leading country in the globalization of park golf.

★**Promotion of public health and welfare**: Contribute to the promotion of public health and expansion of leisure activities through the popularization of park golf, and improve the quality of life.

★**Revitalization of local economy**: It contributes to the revitalization of the local economy and job creation by growing park golf-related industries and attracting international events.

Such active policy support from the government and local governments will play a decisive role in making park golf a truly global lifestyle sport

**8.8 Sports Diplomacy and Cultural Exchange Coordination Strategy**

The internationalization of park golf can be used as an important means of sports diplomacy beyond the spread of sports, and through this, it can contribute to promoting cultural exchanges between countries and deepening mutual understanding. The popularity and accessibility of park golf provide favorable conditions for maximizing the effectiveness of sports diplomacy.

**8.8.1 Strengthening Public Diplomacy through Park Golf**

Public diplomacy is an activity in which the government or private organizations inform the public of their country's culture, values, and policies and promote their understanding. Park golf can be an effective public diplomacy tool to spread Korea's healthy lifestyle and sports culture and share the value of peace and cooperation through sports.

★**Promotion of overseas park golf supply projects**: For developing countries or countries where the supply of park golf is insufficient, we will actively promote overseas supply projects such as supporting the construction of park golf courses, donating equipment, and dispatching leaders. This is part of humanitarian aid through sports, which contributes to raising Korea's international status and building friendly relations.

In particular, in connection with the United Nations Sustainable Development Goals (SDGs), it emphasizes that park golf can contribute to health promotion, social integration, and environmental protection.

★**Strengthening cooperation with international sports organizations**: Strengthen cooperation with major international sports organizations such as the International Olympic Committee (IOC) and the International Federation of Sports and Sports (TAFISA) to enhance the international status of park golf. Diplomatic efforts will be made so that park golf can be adopted as a demonstration sport in international sporting events or discussed as an official sport. This will be an opportunity to dramatically increase the global recognition of Park Golf.

★**Utilization of overseas embassies and cultural centers**: Overseas embassies and Korean cultural centers in each country will be used as bases for promoting and disseminating park golf. It provides an opportunity for locals to experience Korean park golf culture by operating park golf experience events and lesson programs. This contributes to forming a positive image of Korea and promoting cultural exchanges.

**8.8.2 Development of cultural exchange programs using park golf**

Since park golf is a universal activity that people can enjoy together, it is necessary to develop various cultural exchange programs to promote mutual understanding between countries.

★**International friendly matches and exchange matches**: Park Golf regularly holds friendly matches and exchange matches between countries. It provides an exchange program that not only athletes but also general clubs can participate in, providing a place for natural cultural exchange through sports. After the games, various exchange activities such as cultural experiences and sightseeing will be linked to provide unforgettable experiences for the participants.

★**Park Golf Culture Festival:** The Park Golf Culture Festival will be held in connection with the international park golf tournament. The festival presents various cultural contents such as traditional cultural performances, food experiences, and craft exhibitions from each country, providing an opportunity for participants to understand and respect each other's cultures. This contributes to expanding park golf beyond a simple sport to a platform for cultural exchange.

★**Youth International Exchange Program**: We operate an international park golf exchange program for young people to enhance the international sense and understanding of future generations. It invites overseas youths to experience Korean park golf and supports Korean youths to experience overseas park golf culture. This not only contributes to the global spread of park golf in the long term, but also plays an important role in promoting friendly relations between future generations.

★**Establishment of an online cultural exchange platform**: We will build an online cultural exchange platform through park golf so that clubs around the world can communicate and exchange without restrictions of language, time, and space. Through online communication, video conferencing, and joint projects, it supports people from diverse cultural backgrounds to connect through Park Golf.

**8.8.3 Expected effects of sports diplomacy and cultural exchange linkages**

Sports diplomacy and cultural exchange linkage strategies can have the following positive effects on the internationalization of park golf.

★**Enhancing national image and status**: Public diplomacy activities through park golf contribute to building a positive national image of Korea and raising its status in the international community.

★**Promotion of International Cooperation and Friendship**: International exchanges through park golf contribute to promoting mutual understanding and friendly relations between countries and spreading the values of peace and cooperation.

★**Accelerating the global spread of park golf:** Sports diplomacy and cultural exchange activities play an important role in raising the international profile of park golf and accelerating its spread to new countries.

★**Respect and understanding of cultural diversity**: People from various cultures can interact through park golf to respect and understand cultural diversity. Such a strategy to link sports diplomacy and cultural exchange is an essential element for park golf to grow into an important global asset that contributes to the peace and development of the international community, beyond just a sport.

**9.1 Economic impact and community revitalization**

The internationalization of park golf can create various economic ripple effects and contribute greatly to the revitalization of local communities, beyond simple sports activities. This is an important factor that maximizes the industrial potential and regional connectivity of park golf.

**9.1.1 Growth and job creation in park golf-related industries**

The international spread of park golf will drive the growth of related industries and contribute to the creation of new jobs. This can be seen in various fields such as equipment manufacturing, course construction, and education services.

★**Development of the equipment and supplies industry**: The globalization of park golf increases the demand for park golf-related equipment and supplies, such as clubs, balls, apparel, and shoes. This promotes manufacturers to increase production and develop technologies, and to launch new design and functional products.

In particular, based on Korea's excellent manufacturing technology, it can produce high-quality park golf equipment and lead the global market. This also contributes to increasing exports and earning foreign currency.

★**Revitalization of the course construction and maintenance industry**: The international expansion of park golf courses has led to the revitalization of the course design, construction, and maintenance industry. Companies with specialized course design and construction skills will have the opportunity to expand into overseas markets, which will lead to job creation in related fields. In addition, a sustainable industrial ecosystem can be built through the development and dissemination of eco-friendly course management technology.

★**Development of education and service industry**: The education service industry will develop to train professionals such as park golf instructors, referees, and course managers. In addition, various service industries such as park golf experience programs, lessons, and tournament operation will be activated to create new business models. This strengthens expertise in the sports service sector and promotes the transition to a high-value-added industry.

★**Links with the tourism industry**: Park golf can develop new types of sports tourism products in conjunction with the tourism industry. Park golf tour packages, attracting tourists when hosting international tournaments, and developing products that combine park golf and local cultural experiences will increase tourism income and contribute to revitalizing the local economy.

**9.1.2 Revitalization of local economy and urban regeneration effect**

The creation and operation of park golf courses can have a direct impact on the local economy and even bring about urban regeneration effects.

★**Revitalization of local commercial area**: Park golf course users use nearby shops, restaurants, and accommodations, which leads to an increase in sales in the local commercial area. In particular, when international competitions are held, overseas participants and spectators can visit the country, which can inject greater vitality into the local economy. It creates added value through the sale of local specialties and the development of souvenirs.

★**Utilization of idle sites and improvement of urban aesthetics**: By creating idle sites or underutilized spaces in the city as park golf courses, land efficiency can be increased and urban aesthetics can be improved. This improves the quality of life in the city by providing new leisure spaces for citizens along with the expansion of green spaces.

In particular, converting closed golf courses or park sites into park golf courses can be a cost-effective urban regeneration model.

★**Increase in real estate values**: The area where the park golf course is built will have a pleasant living environment and leisure facilities, which can have a positive impact on the increase in the value of surrounding real estate. This increases the asset value of local residents and induces the influx of new population.

★**Increase in tax revenue**: The operation of park golf courses and the revitalization of related industries lead to an increase in tax revenue for local governments. This can be reinvested as a financial resource for the development of the local community, forming a virtuous cycle.

**9.1.3 Strategies for maximizing economic impact**

In order to maximize the economic effect of park golf, the following strategies can be considered.

★**Cluster Creation**: Create a park golf cluster that connects park golf courses, equipment manufacturers, research and development facilities, educational institutions, and accommodation facilities to create synergy effects. This strengthens competitive power through the integration of related industries and creates new business opportunities.

★**Investment attraction and financial support**: Attract private investment in park golf-related businesses and prepare government-level financial support programs. In particular, it strengthens the industrial ecosystem by supporting technology development and market entry of SMEs and startups.

★**Global Marketing and Branding**: Establish a systematic marketing and branding strategy to foster Park Golf as a global sports brand. Through participation in international exhibitions, overseas media promotion, and digital marketing, we will raise the awareness of park golf and build a positive image. These economic effects and revitalization of local communities are important values brought about by the internationalization of park golf, which shows that park golf can become a key driver that contributes to sustainable economic development and prosperity of local communities beyond just a sport.

**9.2 Promote social impact and cultural exchange**

The internationalization of park golf can have a positive impact on society as a whole and become an important medium to promote cultural exchanges between countries, beyond simple sports activities. This is to maximize the social value that comes from the inclusiveness and universality of park golf.

**9.2.1 Promote public health and improve quality of life**

Park golf is a low-intensity exercise that can be enjoyed by all ages, and it greatly contributes to the promotion of public health and improves the quality of life.

★**Improves physical health**: Since park golf is based on walking, it provides whole-body exercise benefits such as improving cardiovascular health, strengthening strength, and improving flexibility. In particular, for the elderly, it is an exercise that can be done steadily with less strain on the joints, contributing to the prevention of chronic diseases and the extension of healthy lifespan. It also has the effect of synthesizing vitamin D through outdoor activities and relieving stress by breathing fresh air.

★**Mental health**: Playing park golf in nature helps to stabilize your mind and relieve stress. It activates cognitive functions through games that require concentration, and forms social bonds through exchanges with companions, contributing to relieving depression and increasing life satisfaction.

In particular, it has a positive effect on preventing dementia and maintaining cognitive function. Social interaction and bonding: Park golf is an individual sport and is enjoyed with a companion, so it naturally promotes social interaction. Through club activities and participation in competitions, you can meet and communicate with various people and form new relationships. This plays an important role in relieving social isolation and cultivating a sense of community.

Promoting the diversity of leisure culture: Park golf provides a new form of leisure culture that is different from traditional sports activities. It is easy for anyone to start because it is highly accessible and affordable, and it can be enjoyed with families or friends, making it an alternative to healthy leisure activities.

This contributes to expanding the range of leisure choices and increasing life satisfaction.

**9.2.2 Social integration and increased participation of the underprivileged**

Park golf is an inclusive sport that can be enjoyed by anyone, regardless of age, gender, or physical ability, contributing to social integration and expanding the participation of the underprivileged.

★**Promoting intergenerational communication**: Park golf is one of the few sports that grandparents and grandchildren can play together. It breaks down barriers between generations and provides opportunities to exercise and communicate together, strengthening family bonds and contributing to generational integration. This creates important social values in an aging society.

★**Expanding participation of the disabled and underprivileged**: Park golf is a sport that can be easily enjoyed by people with disabilities due to its low physical limitations. By designing customized courses and developing equipment for wheelchair users or people with physical disabilities, it is possible to expand opportunities for people with disabilities to participate in sports. In addition, park golf, which can be enjoyed at a low cost for the underprivileged who have restrictions on sports activities due to economic difficulties, can be a good alternative.

This contributes to the realization of social inclusion through sports.

★**Contribution to integration into multicultural society**: Park golf is an activity that can be enjoyed together across language and cultural barriers, so it helps multicultural families and foreign residents adapt to society and promotes exchanges with community members. Through park golf, we provide opportunities to understand and respect each other's cultures to help integrate into a multicultural society.

**9.2.3 Promotion of international cultural exchange and sports diplomacy**

The internationalization of park golf can be used as an important means of revitalizing cultural exchanges between countries and sports diplomacy.

★**Enhancing the national image**: Through park golf, Korea's healthy lifestyle and sports culture and advanced sports system will be introduced to the world and a positive national image will be built. In particular, Korea's leadership as the leader of park golf can expand its influence in the international sports world.

★**Promotion of international friendship and friendship**: Through international park golf competitions and exchange programs, people from various countries meet and communicate, and promote international friendship and friendship through sports. This contributes to deepening mutual understanding between countries through pure sports exchanges that transcend political and economic interests.

★**Respect for cultural diversity**: Through park golf, students cultivate an attitude of respecting cultural diversity by experiencing and understanding each country's unique culture and leisure activities. This plays an important role in cultivating global citizenship and spreading the values of mutual respect and cooperation.

★**Development cooperation through sports**: We practice international development cooperation through sports by providing support to developing countries where park golf is not widely available. This not only contributes to the revitalization of life and sports in the country, but also contributes to fulfilling Korea's international responsibilities and roles

**9.2.4 Social effects and expected effects of promoting cultural exchange**

Enhancing social effects and cultural exchanges can have the following positive effects on the internationalization of park golf.

★**Sustainable social development:** We contribute to sustainable social development by promoting various social values such as improving public health, social integration, and cultural exchange.

★**Cultivating global citizenship**: Through park golf, students interact with people from various cultures to cultivate global citizenship and recognize the importance of mutual understanding and cooperation.

★**Increasing the social value of park golf**: Recognize that park golf is more than just a sport, but an important tool that contributes to solving social problems and brings about positive social change. This promotion of social effects and cultural exchanges will be a key driving force for park golf to grow into a truly global lifestyle sport.

**9.3 Conclusion and Suggestions**

Park golf is a lifestyle sport that is growing rapidly in Korea, and its potential can be expanded beyond Korea to the rest of the world.

This study explored various ways for the internationalization of park golf and analyzed the expected effects. In order for park golf to take a leap forward as a truly global sport, the following key suggestions must be put into practice.

**9.3.1 Summary and key findings of the study**

This study presented a multifaceted approach for the internationalization of park golf. The main findings were:

★**The importance of international standardization**: Uniform rules, equipment standards, and course design standards are essential to ensure fairness in international competitions and to encourage participation from around the world.

★**The urgency of nurturing professional manpower**: The establishment of an internationally recognized coach and referee training system and the development of multilingual educational contents will strengthen the human resource base for the qualitative growth of park golf and its overseas dissemination.

★**Revitalization and promotion of international tournaments**: Regular World Championships, increased media exposure, and enhanced social media marketing play key roles in raising awareness and attracting public attention to Park Golf.

★**Overseas market development and locally tailored strategy**: Analyzing potential markets, building local partnerships, and customized dissemination strategies considering cultural characteristics are essential elements for expanding Park Golf's global base.

★**Eco-friendly creation and community cooperation**: The creation and operation of park golf courses in consideration of environmental conservation and coexistence with local communities contributes to the sustainable development of park golf and the enhancement of a positive image.

★**Leveraging digital innovation**: Integrated mobile app development, smart technology, and global content strategy are important to promote the influx of young generations and secure future growth engines for Park Golf.

★**Policy support from the government and local governments**: National support such as infrastructure expansion, financial support, legal foundation, and use of sports diplomacy is a decisive factor for the success of the internationalization of park golf.

★**Links between sports diplomacy and cultural exchanges**: Strengthening public diplomacy and developing cultural exchange programs through park golf contribute to enhancing mutual understanding between countries and enhancing Korea's national image.

★**Economic and social ripple effects**: The internationalization of park golf has various positive ripple effects, such as the growth of related industries, job creation, revitalization of local economies, improvement of public health, social integration, and promotion of cultural exchanges.

**9.3.2 Policy Proposals**

The following policy proposals are made for the successful internationalization of park golf.

★**Strengthening the role of the International Park Golf Organization**: The status and functions of the World Park Golf Federation (WPGF) or the International Park Golf Federation (IPGU) should be strengthened to support the establishment of international standards, the administration of competitions, and the development of educational programs. To this end, South Korea must secure leadership in international organizations and provide financial and human support.

★**Establishment of a roadmap for internationalization of park golf at the national level**: Government departments and related agencies such as the Ministry of Culture, Sports and Tourism and the Korean Sports Association should cooperate to establish a long-term roadmap for the internationalization of park golf and prepare a specific action plan accordingly. The roadmap should include setting a target market, a step-by-step implementation strategy, and a plan to secure a budget.

★**Establishment of a public-private partnership system**: A public-private partnership system should be established in which various actors such as the government, local governments, park golf associations, related companies, academia, and the media participate to increase the efficiency of the park golf internationalization project. Through regular operation of the consultative body, information sharing, role sharing, and synergy creation are promoted.

★**Expansion of R&D and innovation investment**: Investment in R&D of park golf-related technologies and services, such as park golf equipment, course construction technology, educational contents, and digital platforms, should be increased. In particular, it supports the development of future-oriented technologies such as eco-friendly technology, smart technology, and AI-based coaching system to strengthen the competitive power of the park golf industry.

★**Nurturing and utilizing global talents**: We need to systematically cultivate global talents for the internationalization of park golf and support them to work overseas. It nurtures experts in various fields such as international sports administrators, overseas park golf leaders, and international referees, and builds a network for their overseas expansion.

**9.3.3 Research Limitations and Future Research Directions**

This study attempted to comprehensively discuss the internationalization of park golf, but it has the following limitations.

●First, since the discussion was mainly based on literature research and analysis of existing data, it may not have sufficiently reflected the in-depth opinions of various stakeholders in the field.

●Second, since the internationalization of park golf is a task that must be pursued from a long-term perspective, it is difficult to verify the actual effect of the measures proposed in this study in a short period of time.

Future studies should conduct in-depth research in the following directions.

★**Overseas case studies and comparative analysis**: It is necessary to conduct an in-depth analysis of the cases of overseas countries where park golf has been successfully popularized, and to derive implications by comparing it with Korea's park golf internationalization strategy.

★**Empirical research and effect analysis**: Empirical studies are needed to apply the internationalization measures proposed in this study to actual sites and analyze their effects quantitatively and qualitatively. For example, after distributing park golf to a specific country, a study can be conducted to measure the increase in the number of club members and the economic ripple effect.

★**Collecting opinions from various stakeholders**: It is necessary to conduct in-depth interviews or surveys with various stakeholders such as park golf clubs, leaders, association officials, government officials, and related companies to reflect the voices of the field.

★**In-depth research on the social value of park golf**: More in-depth research is needed on the impact of park golf on social values, such as improving public health, social integration, and improving the quality of life of the elderly. This will contribute to further clarifying the public value of park golf and laying the basis for policy support.

★**Technology convergence and future park golf research**: It is necessary to conduct preemptive research on how cutting-edge technologies such as artificial intelligence, big data, and virtual reality can be integrated into park golf, and what park golf will look like in the future. This will play an important role in allowing Park Golf to actively respond to changes in the future sports environment and secure new growth engines. Park golf is more than just a sport, it is an important lifestyle and cultural content that creates a healthy life and a happy society.

It is hoped that the measures proposed in this study will lead to actual policies and projects, and that park golf will grow into a global sport loved by people all over the world.

**9.3.4 Lack of international recognition and information asymmetry**

Park golf has grown mainly in Korea and Japan, but it is still a sport that is not well known worldwide. This is a major limiting factor for international spread. Information asymmetry makes it difficult for countries or individuals with potential interest in park golf to obtain information about the attractiveness of park golf, rules, equipment, and course construction methods.

★**Cause of lack of awareness**: Park golf is similar to golf, but it has differences in rules, equipment, and game methods, so it should be recognized as a new sport. However, due to the lack of international promotion and marketing, many countries are not aware of the existence of park golf. Since it is not included in major international sporting events such as the Olympics or the Asian Games, there are few opportunities for media exposure, which is also a major reason for the lack of awareness.

★**Limitations in access to information**: Information on park golf is mainly provided in Korean and Japanese, and there is a lack of materials in internationally accepted languages such as English, Chinese, and Spanish. This makes it very difficult for potential overseas clubs or related organizations interested in park golf to obtain information. There is an urgent need to provide multilingual information through various channels such as websites, social media, and promotional videos.

★**Lack of international standardization**: There is no clear international standard for rules, equipment, and course construction, which can lead to confusion when trying to introduce park golf in each country. This acts as a factor that hinders the international spread of park golf. Without uniform standards, it is difficult to ensure fairness in international competitions.

★**Lack of overseas dissemination experience and network:** Korea has a wealth of experience and know-how in the spread of park golf, but it lacks an international network or professional manpower that can systematically spread it overseas. Another problem is the lack of the ability to establish and implement customized dissemination strategies that take into account the cultural and social characteristics of each country overseas.

★**Solution:** In order to overcome the lack of international recognition and information asymmetry, it is urgent to produce and distribute promotional materials in multiple languages, promote participation in international sports events and promote demonstration events, strengthen the role of the International Park Golf Federation, and cultivate professional manpower and build a network for overseas distribution.

In particular, it is necessary to use digital platforms to effectively spread park golf-related information around the world.

**10.1 Historical Background of Internationalization Efforts**

Park golf began in Japan in the early 1980s and spread rapidly, and later spread to Korea, showing its own development. The internationalization efforts of park golf naturally began in this historical trend, but it was driven by the needs of individual countries rather than a systematic approach.

**10.1.1 Japan's Early Internationalization Attempts**

Japan, the birthplace of park golf, has tried to spread park golf mainly in Asia since the 1990s. In particular, with the aging of the park golf population in Japan and the signs of saturation of the domestic market, the need to explore new overseas markets has emerged. The Japan Park Golf Association (JPGA) conducted international exchanges mainly with Southeast Asian countries in the form of holding park golf demonstration matches, providing equipment, and dispatching instructors. However, these attempts were mainly in the form of one-sided dissemination centered on Japan, and did not achieve much success due to the lack of sufficient consideration for local culture and environment.

●**Main Activities**: Support for the construction of park golf courses in conjunction with social contribution activities of Japanese companies, holding international friendly tournaments in Japan, inviting players from Asian countries, etc.

●**Limitations**: There are limitations in its spread due to the lack of localization strategies, difficulty in providing continuous financial support, providing Japanese-centered information, and insufficient international standardization efforts.

**10.1.2 Korea's Participation in the Internationalization of Park Golf**

Korea has experienced explosive growth since the introduction of park golf in the early 2000s, emerging as one of the most active park golf countries in the world. Korea's participation in the internationalization of park golf began in earnest in the late 2010s, and in particular, it began to demonstrate international leadership by leading the establishment of the International Park Golf Federation (IPGU).

★**Founding of IPGU**: In 2018, the International Park Golf Federation (IPGU) was established under the leadership of Korea, providing a pivotal point for the international standardization and globalization of park golf. IPGU aims to unify the international rules of park golf, hold international tournaments, and expand the number of members.

★**Attracting and hosting international tournaments**: Korea has hosted and successfully hosted international tournaments such as the Asian Park Golf Championship and the World Park Golf Championship, contributing to the international status of park golf. These competitions have become a place for athletes from each country to improve their skills and for international exchange.

★**Expansion of overseas supply and exchanges:** Korea is carrying out activities such as technical support, equipment donation, and dispatch of instructors for the spread of park golf centered on Southeast Asian countries such as Vietnam and Thailand. In addition, it is expanding human exchanges by inviting overseas park golf officials to Korea and providing training programs.

●**Limitations**: Korea-centered internationalization efforts are still strong, and it is necessary to understand various cultures and establish customized strategies. In addition, securing the financial stability of international organizations and strengthening their independent operating capabilities remain challenges.

**10.1.3 Birth and Development of International Park Golf Organization**

Efforts to internationalize park golf have made us aware of the need for international organizations beyond the attempts of individual countries. The World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU) were established out of this need and play an important role in the international spread of park golf.

★**World Park Golf Federation (WPGF):** Established mainly in Japan, the WPGF has been active with the goal of promoting international dissemination and exchange of park golf. It mainly focused on the spread of Japanese-style park golf, and secured members mainly in the Asian region.

★**International Park Golf Federation (IPGU):** Established by South Korea, IPGU is actively promoting international standardization and globalization of park golf. It started as a separate organization from the WPGF, but in the long run, there are voices that cooperation and integration between the two organizations are necessary for the international development of Park Golf. Park golf's internationalization efforts are still in its infancy, but if we establish a more systematic and localized strategy based on the lessons learned from this historical background, park golf will be able to take a leap forward as a truly global sport.

**10.1.4 Current and Future Prospects of International Park Golf**

Currently, park golf is spreading beyond Asia to various continents such as Europe and North America, and is attracting attention as a sport with great potential, especially due to the increase in the aging society and the increasing interest in health. However, there are still many challenges that need to be addressed, such as lack of international recognition, lack of standardization, and financial limitations.

★**Current Spread Status**: It is most actively distributed in Asia, mainly in Japan and Korea, and recently, interest in park golf is increasing in Southeast Asian countries such as Vietnam and Thailand. It is still in its early stages in Europe and North America, but it has the potential to spread gradually in recognition of its potential as a lifestyle sport.

★**Future prospects**: Park golf is a sport that is very suitable for health promotion and leisure activities in an aging society due to its low-cost, low-intensity, and eco-friendly characteristics. In addition, it has a great appeal as a social sport that can be enjoyed with families or friends. If a systematic internationalization strategy is established and implemented based on these advantages, park golf is expected to grow into a global lifestyle sport that secures tens of millions of club members around the world within the next 10 years.

●**Challenges**: Efforts are needed to build international infrastructure, nurture professional manpower, increase media exposure, and enter major international sporting events such as the Olympics. In addition, it is important to prepare a localization strategy that considers the cultural characteristics of each country and a plan to secure sustainable financial resources. Based on this current situation and future prospects, it is necessary to establish a more in-depth and specific strategy for the internationalization of park golf.

**10.2 Major Characteristics of Park Golf Internationalization by Period**

The internationalization of park golf has been gradually developed with different characteristics and goals for each period, rather than being concentrated in a specific period.

Understanding these characteristics of each period provides important insights into establishing an internationalization strategy for park golf.

**10.2.1 Early Period (Early 1980s ~ Mid-1990s): Japan-centered expansion**

It was the time when park golf was born and spread in Japan in the early days. During this period, the focus was mainly on the spread and development within Japan, and internationalization was mainly achieved naturally through the migration and travel of Japanese people abroad. With the increase in the number of park golfers in Japan, some Japanese people have begun to introduce park golf overseas.

●**Main features**: Japanese domestic market-oriented, informal overseas propagation, absence of international organization, non-standardization of rules and equipment.

●**Internationalization efforts**: Japanese immigrants and expatriates introduce park golf locally, and small-scale friendly exchanges.

●**Performance**: Provided an opportunity for the concept of park golf to be known in some countries other than Japan.

**10.2.2 Growth Period (Late 1990s ~ Mid-2000s): Spread to Korea and Early International Exchange**

It was a time when park golf spread to Korea and began to grow rapidly.

Korea introduced Japanese park golf and developed it according to Korean characteristics, and in this process, the possibility of popularizing park golf was confirmed. From this period, park golf exchanges between Korea and Japan began to flourish, and small international friendly tournaments were held.

●**Key Features**: Rapid growth of the Korean market, revitalization of Korea-Japan exchanges, attempts to hold international competitions, and the emergence of the need for international organizations.

●**Internationalization efforts**: Holding a Korea-Japan Friendship Park Golf Tournament, inviting overseas officials to participate in training for the Korea Park Golf Association, and attempting to spread it overseas.

●**Results**: Park golf has successfully established itself in Korea, and the need for international exchange has begun to be recognized.

**10.2.3 Leap Period (Late 2000s ~ Mid 2010s): The Birth of International Organizations and the Expansion of Asia**

It was the time when systematic efforts for the internationalization of park golf began.

International organizations such as the World Park Golf Federation (WPGF) were born, and the spread of park golf expanded mainly in Asia. Korea's park golf population has also continued to increase, raising its international status.

●**Highlights**: Establishment of international organizations, accelerating expansion into the Asian region, expansion of international competitions, and increasing role of Korea.

●**Internationalization efforts**: Establishment and activities of the WPGF, hosting of the Asian Park Golf Championship, and strengthening Korea's overseas dissemination activities.

●**Achievement:** Laying the foundation for the international expansion of park golf and increasing its awareness in the Asian region.

**10.2.4 Expansion Period (Late 2010s ~ Present): Establishment of the International Park Golf Federation (IPGU) and Seeking Globalization**

With the establishment of the International Park Golf Federation (IPGU) led by Korea, the internationalization of park golf has entered a new phase. IPGU is actively promoting the international standardization and globalization of park golf, and is seeking to expand beyond Asia to various continents such as Europe and North America. With the development of digital technology, the promotion and education methods of park golf are also diversifying.

●**Main Features**: Establishment and activities of IPGU, expansion of horizons to global markets, utilization of digital technologies, and various attempts at international cooperation.

●**Internationalization efforts**: Efforts to establish international standards and rules led by the IPGU, hosting the World Park Golf Championship, promoting and educating the use of online platforms, and strengthening sports diplomacy activities.

●**Achievements**: Strengthening the international status of park golf, building a foundation for global popularization, and securing new growth engines. Based on these characteristics of each period, Park Golf will be able to establish a more systematic and effective internationalization strategy through the experiences and lessons learned at each stage.

**10.3 Analysis of Success Factors in Park Golf Internationalization**

Park golf has reached its current international expansion stage due to a combination of several success factors. Analyzing these success factors provides important implications for further accelerating the globalization of park golf in the future.

**10.3.1 The natural appeal and accessibility of sports**

Park golf was able to spread quickly based on the inherent charm of the sport and its high accessibility.

★**Easy learning curve**: Park golf is similar to golf, but the rules are simple and the equipment is lightweight, making it easy for people of all ages to learn and enjoy. It does not require complicated skills or high physical strength, so even beginners can play the basics in a short time. This easy learning curve is very advantageous for the influx of new members.

★**Low cost**: Compared to golf, the cost of purchasing equipment and using the course is much lower, so you can enjoy it without financial burden. In particular, this acts as a factor that increases the attractiveness of park golf as a lifestyle sport, and allows people from various classes to participate regardless of income level.

★**Eco-friendly characteristics**: Park golf courses, which are created using parks or idle green spaces, allow people to enjoy exercise in a nature-friendly environment. This is in line with the healthy and sustainable lifestyle pursued by modern people, and it forms a positive image in a society with high awareness of environmental protection.

★**A place for social interaction**: Park golf is a sport that is enjoyed with a companion, and it naturally promotes social interaction. Through club activities and friendly matches, they meet and communicate with new people and contribute to cultivating a sense of community. This plays an important role in relieving social isolation and increasing life satisfaction, especially among the elderly.

**10.3.2 Korea's Active Efforts to Spread and Expand Infrastructure**

Korea played a decisive role in the successful internationalization of park golf. In particular, with explosive growth in Korea, active efforts to distribute it overseas continued.

★**Support from the government and local governments**: The Korean government and local governments recognized park golf as an important lifestyle sport for the promotion of public health and expansion of leisure activities for the elderly, and actively supported the creation and operation of park golf courses. This became the basis for the expansion of park golf infrastructure.

★**Active activities of associations and organizations**: Local associations and organizations, including the Korea Park Golf Association, have contributed to expanding the base of park golf by developing various programs, education, and holding competitions for the spread of park golf.

In particular, he led the establishment of the International Park Golf Union (IPGU) and demonstrated international leadership.

★**Establishment of advanced infrastructure**: Korea has a number of well-established park golf courses across the country, which play an important role in presenting a successful model of park golf to overseas stakeholders. Systematic course management and operation know-how is subject to benchmarking when disseminating overseas.

★**Transfer of technology and know-how:** Korea has accumulated technology and know-how in the overall field of park golf, such as park golf equipment development, course design and construction, and leader training, and is supporting the international spread of park golf by transferring it overseas.

**10.3.3 Role and Network Building of International Organizations**

The role of international organizations and the establishment of networks were important success factors in the international spread of park golf.

★**International Standardization Efforts**: The International Park Golf Federation (IPGU) and the World Park Golf Federation (WPGF) are working to establish international standard rules, equipment specifications, and course design criteria for park golf. This is essential to ensure the fairness of international competitions and to lay the foundation for clubs around the world to enjoy park golf under the same conditions.

★**Holding international competitions**: International organizations regularly organize international park golf tournaments, such as world championships and continental championships, to improve the skills of players and contribute to raising the international profile of park golf. These competitions are an important venue for athletes and officials from each country to interact and network.

★**Building a global network:** International organizations are building a global network through cooperation with national park golf associations and organizations. This plays an important role in accelerating the international spread of park golf through information exchange, technology transfer, and joint business development.

**10.3.4 Use of Media and Digital Technologies**

The development of media and digital technology has greatly contributed to the international promotion and popularization of park golf.

★**Online promotion and education**: By distributing park golf-related video content and educational materials to the world through online platforms such as YouTube and social media, we will increase access to park golf and promote the influx of new club members.

★**Applying smart technology**: Smart technologies such as smart scoring systems and AI-based swing analysis are applied to park golf to improve the game experience and stimulate the interest of the younger generation. This contributes to building a modern image of park golf and securing future growth engines.

Based on these success factors, Park Golf will be able to achieve continuous growth in the future, and through this, it will be able to establish itself as a truly global lifestyle sport.

**10.2.2 Lack of international recognition and information asymmetry**

The lack of international recognition of park golf is not just a lack of information, but also a fundamental obstacle to establishing its identity as a sport and entering the global market. This is a key problem that prevents Park Golf from effectively conveying its unique charm and potential to the world.

★**Confusion of sports identity**: Park golf is similar to golf, but it must establish its identity as an independent sport in itself. However, in many countries, park golf is often mistaken for a form of mini golf or golf for the elderly, or even unaware of its existence. This identity confusion makes it difficult for park golf to pioneer a new sports market and attract the younger generation. The lack of a clear brand identity and positioning strategy is the core of the problem.

★**Limitations of global media exposure**: Sports that are not included in mega sporting events such as the Olympics and the World Cup are unlikely to attract global media attention. Despite the fact that international competitions are becoming more active, park golf also has extremely limited exposure through major sports channels and international media. This deprives Park Golf of the opportunity to deliver attractive game scenes or players' stories to viewers around the world, and as a result, it hinders the increase in awareness.

★**Lack of diversity of information delivery channels**: Currently, information related to park golf is mainly provided through the websites of national park golf associations or clubs, and even then, it is often only available in local languages. Social media platforms such as YouTube, Instagram, and TikTok, which are mainly used by global sports fans, or sports websites are not enough to provide systematic information. This reduces the accessibility of information and makes it difficult for potential clubs to get interested in park golf and explore information.

★**Lack of professional PR and marketing capabilities**: There is a lack of professional PR and marketing strategy establishment and execution capabilities for the internationalization of park golf. Investment in customized PR campaigns, global influencer marketing, and digital content production considering each country's cultural characteristics and media environment is insufficient. This serves as a limitation in effectively conveying the appeal of park golf and attracting the attention of the potential market.

★**Confusion due to lack of international standardization**: International standards for rules, equipment, and course construction are not clearly established, which can lead to confusion when countries try to introduce park golf. This acts as a factor that hinders the international spread of park golf. Without uniform standards, it is difficult to ensure fairness in international competitions, which in turn leads to limitations in media exposure.

★**Lack of overseas dissemination experience and network**: Korea has a wealth of experience and know-how in the spread of park golf, but it lacks an international network or professional manpower that can systematically spread it overseas. There is also a lack of capacity to establish and implement customized dissemination strategies that take into account the cultural and social characteristics of each country overseas. This leads to the limitation of human and material resources for the global spread of park golf.

★**Deepening Measures to Overcome Lack of International Recognition and Information Asymmetry:** In order to overcome the lack of international recognition and information asymmetry, it is urgent to produce and distribute promotional materials in multiple languages, promote participation in international sports events and promote demonstration events, strengthen the role of the International Park Golf Federation, and train professionals and build a network for overseas dissemination.

In particular, it is necessary to use digital platforms to effectively spread park golf-related information around the world. In addition, it is necessary to establish a consistent global branding strategy that emphasizes the unique value and attractiveness of park golf, and to carry out active media promotion and marketing activities based on this. Continuous efforts to include park golf in major international competitions through cooperation with international sports organizations should also be carried out.

**10.2.3 Cultural differences and lack of localization strategy**

Cultural differences are an important limiting factor in the internationalization of park golf. This is because sports are more than just physical activities, they are closely linked to the culture, values, and lifestyles of each society. If you try to spread it unilaterally without understanding the local culture, it will be difficult for park golf to successfully settle down.

★**Differences in leisure culture: Leisure cultures in each country are very diverse**. In some countries, individual leisure activities are preferred, while in others, group activities or family-oriented leisure are emphasized. Park golf is basically a sport that is enjoyed with a companion, but if it is disseminated in a uniform way without considering these cultural differences, it is difficult to induce local participation. For example, in Western societies with strong individualistic tendencies, it may be necessary to emphasize the effects of personal health promotion or stress relief rather than emphasizing the social interaction aspect of park golf.

★**Difference in perception of sports**: Park golf is popular as a lifestyle sport in Korea and Japan, but the perception of the sport may differ in other countries. In some cases, certain sports are perceived as elite sports, or they are considered to be the exclusive property of a certain class. Park golf may not be taken as a serious sport because of its name 'park', or it may be misunderstood as a sport that is difficult to access because of the name 'golf'. A locally-tailored PR strategy is needed to overcome this difference in perception.

★**Language and communication barriers**: The fact that park golf rules, educational materials, and promotional contents are mainly provided in Korean and Japanese is a major obstacle to internationalization. It is important to provide not only translations into internationally accepted languages such as English, Chinese, and Spanish, but also materials in each country's regional language. Beyond simply translating, efforts are needed to restructure the content according to the local cultural context and use terms and expressions that are easy for locals to understand.

★**Differences in local infrastructure and environment**: Park golf courses use parks or idle green spaces, but environmental factors such as urban planning, land use regulations, and climatic conditions vary in each country. Since it is often difficult to apply the Korean park golf course construction model as it is, it is necessary to find a course design and construction plan that suits the local environment. For example, dry climates require course management techniques that minimize water use, while wet climates can require turf disease management.

★**Influence of religious and social customs:** In some countries, religious or social practices can affect sports activities. For example, there may be certain dress codes or restrictions on mixed-gender activities. These sensitive areas should be identified and respected in advance, and a flexible approach should be taken so that locals can participate in park golf without any objection.

★**Deepening ways to overcome them**: Overcoming cultural differences and lack of localization strategies requires thorough local market research and cultural understanding. Through close cooperation with local experts and partners, it is necessary to establish and implement customized distribution strategies that reflect the characteristics of each country. While maintaining the core value and charm of park golf, a 'glocalization' strategy is needed to adjust the expression method and communication medium to the local culture. In addition, it is necessary to lay the foundation for the spontaneous spread of park golf through the training of local leaders and the development of local language education contents.

**10.2.4 Lack of specialized manpower and infrastructure**

For the international spread of park golf, it is not enough to simply make it attractive as a sport. Professional manpower and sufficient infrastructure to systematically disseminate, operate, and develop park golf must be supported. Currently, many countries lack such manpower and infrastructure, making it difficult to internationalize.

★**Lack of professional coaches and referees**: There is an absolute shortage of professional coaches and referees who can teach park golf and operate the game fairly. In particular, those who have received international education and can communicate in various languages are even rarer. This acts as a major obstacle to the systematic spread of park golf and the holding of international tournaments. The lack of leadership training programs, the lack of qualification systems, and the lack of international exchange are cited as the causes.

★**Lack of course infrastructure:** Proper course infrastructure is essential to enjoy park golf. However, in many countries, there are no park golf courses at all, or even if there are, the number is very small and the quality is often low. The difficulty of securing the land necessary for the construction of the course, the burden of construction costs, and the lack of course design and construction know-how are the main reasons for the lack of infrastructure. In addition, the lack of understanding or opposition of local residents to converting existing parks or green spaces into park golf courses can also be an obstacle.

★**Difficulty in supplying equipment and supplies**: Park golf equipment and supplies have not yet been popularized around the world, and are often produced or distributed only in certain countries. This makes it difficult for people who want to start park golf overseas to find equipment, and it also causes equipment prices to rise. Insufficient establishment of an international distribution network, lack of local production facilities, and non-standardization of equipment specifications are pointed out as problems.

★**Lack of administrative and management system**: There is often a lack of administrative systems or the capabilities of related organizations that can systematically manage and promote park golf. There are many cases where there is no park golf association or federation, or even if there is, it is difficult to play a practical role due to lack of financial and human resources. This makes it difficult to establish park golf policies, secure budgets, operate tournaments, and cooperate with external sources.

★**Lack of research and academic activities**: Academic research and technology development activities on park golf are insufficient. This acts as a factor that hinders the scientific development and systematic dissemination of park golf. There is a lack of in-depth research on the exercise effect, educational methodology, course design technology, and equipment development of park golf, which limits the objective value of park golf and its development.

★**Deepening Solutions**: To overcome the shortage of professional manpower and infrastructure, it is necessary to expand international leadership and referee training programs, and to develop and distribute multilingual educational content. In addition, it is necessary to provide technical support and consulting for the construction of park golf courses, and to induce infrastructure expansion by proposing an eco-friendly course construction model. Lastly, it is necessary to strengthen the capacity of park golf-related organizations in each country and increase investment in academic research and technology development to promote the qualitative growth of park golf.

**10.2.5 Financial limitations and lack of investment**

Significant financial investment is required for the internationalization of park golf, but Park Golf is currently struggling to attract such investment. This is due to a combination of factors such as low commercial value perception of park golf, limited government support, and lack of private investment.

★**Low commercial value perception**: Park golf is highly valued as a lifestyle sport, but its potential has not yet been fully recognized in terms of commercial aspects. This makes it difficult to attract large-scale sponsorships or sell media broadcasting rights, and as a result, it makes it difficult to secure the financial resources necessary for international competitions and overseas distribution projects. Compared to popular sports such as golf, the market size is small, and the perception that the revenue model is not diverse.

★**Limitations of government support**: In many countries, park golf is still a back priority in sports promotion policies. Government budgets tend to focus mainly on elite sports or popular sports, so support for emerging sports such as park golf is limited. This makes it difficult to secure the necessary finances for the creation of park golf courses, training of professional manpower, and international exchange activities. In particular, in developing countries, the government's financial conditions are even poorer, so it is difficult to expect support for the spread of park golf.

★**Lack of private investment**: Private companies are not actively investing in park golf-related industries. This is due to a combination of factors such as uncertainty in the park golf market, low returns, and opacity of payback periods. It is difficult for anyone other than equipment manufacturers or course construction companies to decide on a large-scale investment in park golf. This hinders the growth of the park golf industry and makes it difficult to develop new technologies or innovate services.

★**Financial vulnerability of international organizations**: International organizations such as the World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU) are still financially vulnerable. They often rely on membership fees or small-scale sponsorships from member countries, which limits the ability to hold large-scale international competitions or promote systematic overseas distribution projects. This hinders the independent operation and long-term development of international organizations.

★**Lack of diversity in revenue models**: Park golf mainly generates revenue through course fees and equipment sales, but these revenue models alone are not enough to cover the enormous financial resources required for internationalization. Various revenue models such as media broadcasting rights, advertising, licensing, and tourism product development need to be discovered and developed, but efforts are insufficient.

◎**Deepening overcoming measures**: In order to overcome financial limitations and lack of investment, it is necessary to increase the commercial value of park golf and seek various ways to secure financial resources.

●**First**, the economic ripple effect and social value of park golf should be clearly presented to expand policy support from the government and local governments.

●**Second**, active efforts are needed to provide incentives to attract investment from private companies and hold investment briefings.

●**Third**, we need to increase financial independence by discovering and developing various revenue models such as media broadcasting rights sales, sponsorship attraction, goods sales, and tourism product development.

●**Fourth,** in order to secure the financial stability of international park golf organizations, it is necessary to increase the credibility of international park golf organizations through the establishment of international funds, expansion of member countries, and transparent financial management. Lastly, we should actively consider using Park Golf's eco-friendly and health-oriented image to attract ESG (environmental, social, and governance) investments.

**11.1. Challenges of the International Standardization Process and Ways to Overcome Them**

International standardization of park golf is a complex process that goes beyond simple rule unification and understands and coordinates the cultural and historical background of each country. It is necessary to clearly recognize the challenges that may arise in this process and take a strategic approach to overcome them.

★**Conflict with existing rules**: Japan and Korea, as the main birthplace and spread of park golf, have different rules and practices. For example, there are subtle differences in the type of club, the material of the ball, and the criteria for course design. This conflict with existing rules is one of the biggest challenges in the international standard rulemaking process. Rather than unilaterally imposing the rules of a particular country, it is important to gather the opinions of each country and come up with a reasonable compromise. If necessary, it can also consider operating transitional rules for a certain period of time to induce gradual reunification.

★**Ensuring cultural acceptance**: Standardization of rules and equipment specifications is closely related not only to technical issues, but also to cultural acceptability in each country. For example, the design or materials of certain equipment may not be favored by a particular culture, and there may be cultural differences in how to play or how to play or how to play them. While respecting these cultural differences, we must be flexible within the scope of not compromising the intrinsic value of park golf. Cultural experts should participate in the International Committee on Standardization to identify and solve problems that may arise from a cultural perspective in advance.

★**Harmony with technological advancements**: Park golf equipment and course construction technology are constantly evolving. International standards must find a balance that does not impede these technological advancements, but ensures fair competition. Regulations that are too strict can stifle technological innovation, and regulations that are too lax can lead to unfair competition due to differences in equipment performance. Therefore, international standards should be reviewed and updated regularly to create a flexible system that can reflect technological advancements.

★**Financial and administrative support**: The international standardization process requires a lot of time, effort, and financial support. Huge costs are incurred in inviting experts from each country to participate, conducting research and conferences, and producing and disseminating standardized data. Therefore, the International Park Golf Organization should focus on securing stable financial resources and drawing administrative support from governments and related organizations. Difficulties in information sharing and communication: The international standardization process involves stakeholders in various countries, which can lead to difficulties in information sharing and communication. Language barriers, time differences, and differences in administrative procedures in each country are the causes. It is necessary to establish an efficient online communication platform, promote information sharing through regular video conferences, and establish a system of close cooperation between officials in each country.

Measures to overcome these challenges: To overcome these challenges, the following strategies should be pursued:

●**First,** experts from various countries should be involved in the international standardization committee to gather opinions and reach a consensus.

●**Second**, detailed working groups should be formed for each field such as rules, equipment, and courses to enhance expertise and conduct efficient discussions.

Third, the international standardization process should be transparent and trust should be built by providing sufficient information to all stakeholders.

●**Fourth**, education and publicity activities should be strengthened and localized guidelines should be provided so that international standards can be successfully established in each country. Finally, the importance and advantages of international standardization should be continuously emphasized to attract the active participation and support of each country.

**11.2 Philosophical Background and Value of Park Golf**

Park golf is more than just a sport, it contains various values and philosophical backgrounds pursued by modern society. This is the fundamental reason why park golf can spread around the world and is an important driving force for sustainable development.

★**Harmony with nature:** Park golf, as the name 'Park' suggests, is a sport played in nature. It contains the philosophy of making the most of nature without damaging it, healing the mind and body and gaining a sense of stability through communion with nature. In modern society, where the disconnection from nature is deepening due to urbanization and industrialization, park golf plays a role in improving the quality of human life through a return to nature. The eco-friendly course creation and operation method is a concrete way to practice this philosophy.

★**Universality as a lifestyle sport**: Park golf fully embodies the basic philosophy of life and physical education, which is 'a sport for everyone'. It is designed to be easily accessible and enjoyable for everyone, regardless of age, gender, physical ability, or socioeconomic status. This reflects the recognition that sports are not the exclusive property of a certain class or elite athletes, but a universal right for the health and well-being of all citizens. In particular, it promotes social inclusion by providing equal opportunities for those who are easily excluded from sports activities, such as the elderly, the disabled, and the young.

★**Cultivating a sense of community**: Park golf emphasizes individual play, but also has the characteristic of playing through communication and cooperation with partners. It emphasizes the value of community that pursues cooperation rather than competition and common enjoyment rather than individual performance. Social bonds formed through club activities and friendly matches contribute to alleviating the phenomenon of individualism and disconnection in modern society and cultivating a healthy sense of community.

★**Sustainable leisure activities**: Park golf is a sustainable leisure activity that can be enjoyed consistently without excessive competition or physical strain. This is not just a one-time fad, but has the potential to become an important part of life as a lifelong sport. In addition, low cost and easy equipment allow people to enjoy sports for a long time without financial burden, enabling a sustainable leisure life.

★**Pursuit of Well-being**: Park Golf pursues holistic well-being, encompassing not only physical health but also mental and social health. Physical activity in nature contributes to relieving stress and improving mental health, and social interaction increases life satisfaction. This pursuit of well-being is in line with the core values that modern people want to obtain through sports, and further highlights the charm of park golf.

These philosophical backgrounds and values contribute to establishing the status of park golf as an important lifestyle sport that can meet the diverse needs of modern society and achieve sustainable development, beyond just a popular sport. The internationalization of park golf is also a process of spreading these universal values around the world.

**11.3 Deepening the Components and Rules of Park Golf**

Park golf is a simplified sport that retains the core elements of golf but can be easily enjoyed by anyone in a familiar space called a park. Its components and rules are designed to maximize this accessibility and popularity.

**11.4 Course Structure and Features**

Park golf courses are smaller and simpler than ordinary golf courses, but they contain enough strategic elements of golf. The composition and features of the course satisfy the accessibility and eco-friendliness of park golf at the same time.

★**Hole Structure**: Park golf courses typically consist of 9 or 18 holes. Each hole has a shape similar to golf, consisting of a teeing ground, a fairway, a rough, a bunker, a hazard, a green, and a hole cup.Attachment (Figure 1-1)

★**Course length and size**: The length of each hole is short, about 50~150 meters, and the total course area is about the size of 1~2 football fields. This makes it possible to create a course in a relatively small space such as an urban park or idle site, increasing accessibility. In addition, the distance between courses is short, so there is less physical burden.Attachment (Fig. 1-2)

★**Eco-friendly design**: Park golf courses are built by making the most of the natural terrain and minimize the installation of artificial structures. The use of pesticides or chemical fertilizers is avoided in lawn care, and eco-friendly methods are preferred. This reinforces the image of park golf as a sport that coexists harmoniously with nature. Attachment (Fig. 1-3)

★**Safety considerations**: The safety of users is considered as a top priority when designing the course. The risk of accidents is minimized by ensuring sufficient distance between holes, teeing ground and green, and surrounding facilities. In addition, safety information boards are installed on the course and safety personnel are deployed to manage the safety of users. Attachment (Fig. 1-4)

 **11.4 Equipment Composition and Features**

Park golf equipment is simpler and lighter than golf equipment, so anyone can easily carry and use it. This greatly contributes to the popularization of park golf.

●**Club:** Park Golf clubs use only one club, consisting of a wooden head, shaft, and rubber grip. Compared to ordinary golf clubs, the head is larger and the center of gravity is lower, making it easier to hit the ball, and the shorter distance makes it easier for beginners to handle.Attachment (Fig. 2-1)

●**Ball**: Park golf balls are made of plastic or synthetic resin, and are larger and lighter than ordinary golf balls. The large size of the ball makes it easy to see, and it is light and safe because it does not fly far.Attachment (Fig. 2-2)

●**Tee**: The tee is made of wood or plastic and can be inserted into the ground. Attachment (Fig. 2-3)

●**Hole cup**: Park golf hole cups are larger and shallower than regular golf hole cups. This makes it easier to put the ball into the hole cup, so that even beginners can feel a sense of accomplishment. Attachment (Fig. 2-4)

★**Other equipment**: You don't need any special equipment other than basic items such as scorecards, pencils, and ball bags. Attachment (Fig. 2-5)

This reduces the economic burden of park golf.

**11.5 Match Rules and Format**

The rules of Park Golf follow the basic principles of golf, but are simplified by removing complicated elements. This enhances the understanding of the economy and enables rapid progress.

★**Number of players**: Generally, 2~4 players play in a group. It is recommended to play with a companion, which reflects the characteristics of park golf that promote social interaction.

★**Format**: In each hole, starting from the teeing ground and hitting the ball in the hole cup, the number of strokes hit is recorded. The person who finishes all holes with the fewest strokes wins. Stroke play is mainly used, and match play is also possible.

★**Stroke counting**: The number of strokes is calculated by adding up the number of times the ball is hit and the penalty stroke. Penalty strokes are imposed for violation of rules such as OB (Out of Bounds), hazards, and lost balls. The penalty stroke rules are simplified compared to golf, so even beginners can easily understand them.

★**Etiquette and safety rules**: Park golf is a sport played in a public place called a park, so it is very important to observe etiquette and safety rules that are considerate of other users. For example, keep your distance from the team in front of you, don't make loud noises, use designated aisles, and don't drink or smoke. This contributes to Park Golf creating a healthy leisure culture.

★**Flexibility in the game**: Park golf can be enjoyed freely without being bound by a set time or dress code. This shows the flexibility of park golf as a lifestyle sport, and allows people with various lifestyles to enjoy park golf. These components and rules of park golf provide a strong foundation for global spread by maximizing accessibility, economy, eco-friendliness, and sociality while maintaining the intrinsic fun of the sport.

**11.5 Economic and Social Implications of International Standardization**

International standardization of park golf can have far-reaching economic and social ripple effects beyond simply unifying the rules of the game. This is an important foundation for the expansion of the global market and sustainable development of park golf.

★**Expansion of the equipment and equipment market**: International standardized rules and equipment specifications form a globally accepted park golf equipment and equipment market. This provides new market opportunities for manufacturers and provides consumers with a stable supply of standardized quality products. In addition, standardized equipment can lower the barrier to entry into international competitions and attract more club members to participate. For example, if equipment that can be used anywhere in the world, not just in a specific country, is distributed, economies of production scale can be achieved to lower unit costs, which in turn can contribute to the popularization of park golf.

★**Growth of the Course Construction and Management Industry**: International standardized course design and construction standards promote the growth of the park golf course construction and management industry. Standardized guidelines provide clear standards for course designers, contractors, and management personnel, enabling efficient course creation and maintenance. This induces related technology development and professional training, and contributes to the expansion of park golf infrastructure. In addition, an international market for consulting and engineering services can be formed.

★**Development of the international competition and events industry**: International standardized rules increase the fairness and credibility of international competitions, attracting more countries to participate and increasing the scale of the competition. This will intensify competition for international competitions and promote the development of Games-related industries (accommodation, tourism, catering, etc.). In addition, it can be advantageous for international media broadcasting rights sales and sponsorship attraction, thereby increasing the commercial value of park golf.

★**Internationalization of education and training programs**: International standardized rules and technologies enable the internationalization of education and training programs. It operates an internationally recognized instructor and referee qualification system, and can develop and distribute standardized educational content around the world. This will increase the international mobility of park golf professionals and expand the park golf education market. Promotion of sports tourism: Internationally standardized park golf courses and competitions contribute to attracting sports tourists. If the number of tourists visiting a specific country or region increases to enjoy park golf, this has a positive effect on revitalizing the local economy. In particular, elderly sports tourists have a long stay and high spending power, which has a large ripple effect on the local economy.

★**Enhancing national image and promoting cultural exchanges**: Countries that lead the international standardization of park golf can demonstrate leadership in terms of sports diplomacy and enhance their national image. In addition, through standardized rules and equipment, clubs from all over the world can enjoy park golf together, naturally promoting cultural exchanges and contributing to enhancing mutual understanding. These economic and social ramifications show that the international standardization of park golf is not just a technical problem, but a key strategy for the global growth and sustainable development of park golf. Therefore, international standardization efforts are a task that must be steadily pursued from a long-term perspective.

**11.6 Deepening various effects and benefits of park golf**

Park golf is more than just a recreational activity, it provides participants with various positive effects and benefits physically, mentally, and socially. These multifaceted advantages are a powerful motivation for park golf to spread as a lifestyle sport around the world.

**11.7 Physical health promotion effects**

Park golf contributes to overall health promotion through steady physical activity without being strenuous. In particular, it is evaluated as a very suitable exercise for the elderly.

★**Aerobic exercise**: Park golf is an aerobic exercise that involves walking on a course . It takes about 1 hour for about 18 holes, and during this time, walking steadily helps strengthen cardiopulmonary function and improve blood circulation. This has a positive effect on the prevention and management of cardiovascular diseases.

★**Improves strength and flexibility**: The club-swinging movement engages the muscles of the arms, shoulders, and back, which strengthens the upper body. In addition, twisting the waist and moving the legs improves muscle coordination and flexibility throughout the body. Consistent swing practice can also help correct posture.

★**Develop balance and coordination**: Precise balance and hand-eye coordination are required to hit the ball accurately and send it to the target. Especially when playing on a slope or with obstacles, you need to concentrate more and maintain your balance. This is also effective in preventing falls.

★**Weight management and obesity prevention**: Consistent aerobic exercise is a good way to manage weight by burning calories. Since obesity is the cause of various adult diseases, park golf contributes to improving overall health through obesity prevention.

★**Strengthening bone density and preventing osteoporosis:** Exercising outdoors in the sun promotes vitamin D synthesis and helps calcium absorption, which has a positive effect on strengthening bone density and preventing osteoporosis. It is an important health care factor especially for the elderly.

**11.8 Mental and psychological stabilizing effects**

Park golf is a sport enjoyed in nature, and it has a positive effect on mental health.

★**Stress relief and psychological stability**: Exercising in nature while breathing green grass and clean air relieves stress from daily life and provides psychological stability. The sounds and landscapes of nature are relaxing and have a meditative effect, contributing to the promotion of mental health.

★**Improved concentration and cognitive function**: Predicting the direction and distance of the ball, understanding the terrain of the course, and strategizing require concentration and problem-solving skills. This can help improve cognitive function by activating brain activity, and it can also have a positive effect on the prevention of dementia.

★**Improved sense of accomplishment and self-esteem**: Small success experiences, such as sending a ball to a target point or making a hole-in-one, provide a sense of accomplishment to the participants, which leads to improved self-esteem. In particular, you can feel your health improving through regular exercise, which can increase your sense of self-efficacy.

★**Reduces depression and anxiety:** Physical activity promotes the release of endorphins, which improves mood and helps reduce feelings of depression and anxiety. In addition, relieving feelings of isolation and gaining positive social support through social interaction is very important for mental health.

**11.9 Social interaction and community awareness**

Park golf is a sport that is enjoyed with companions, and it contributes to expanding social networks and strengthening the sense of community.

★**Expand social networks**: Park golf provides opportunities to meet and interact with new people through club activities and friendly matches. This helps them expand their social networks, communicate with people of various ages and backgrounds, and form a wide range of human relationships.

★**Promoting communication between generations**: Park golf is a sport that can be enjoyed by people of all ages, so it is very effective in promoting communication between families and generations. Grandfathers and grandchildren, parents and children can enjoy park golf together to understand each other and strengthen their bonds.

★**Cultivating a sense of community**: Park golf activities at the club or community level foster a sense of community through the process of working toward a common goal, being considerate of each other, and following the rules. This contributes to the creation of a healthy society, and in particular, encourages the participation of the elderly in society to support a lively old life.

★**Improving the quality of leisure activities**: Park golf is not just a leisure activity to pass the time, but a high-quality leisure activity that pursues health and enjoyment at the same time. This contributes to increasing life satisfaction and happiness. These physical, mental, and social effects show that park golf has value as an important lifestyle sport that satisfies various needs of modern society and improves the quality of life, beyond a simple sport. Based on these advantages, park golf has the potential to spread further around the world.

**11.10 Analysis of the Deep Impact of Lack of International Recognition and Information Asymmetry**

Park Golf's lack of international recognition and information asymmetry go beyond a simple PR issue, and have a complex effect that hinders the global growth potential of Park Golf and makes it difficult for various stakeholders to participate.

By analyzing these impacts in depth, we can emphasize the need to establish a more effective internationalization strategy.

★**Difficulty in entering the potential market**: In countries where the awareness of park golf is low, it is difficult to try to introduce park golf. Governments and sports organizations are hesitant to make investment decisions in unfamiliar sports, which delays the construction of the infrastructure necessary for early market entry, such as the construction of park golf courses, the import of equipment, and the development of educational programs. In addition, potential clubs are not aware of the existence of park golf or are not interested due to misinformation, making it difficult to attract new members. This leads to the loss of an important opportunity for park golf to expand into the global market.

★**Difficulty in securing investment and financial resources**: Low-profile sports are difficult to attract various forms of investment, such as corporate sponsorships, media rights sales, and government subsidies. Investors are reluctant to inject funds into markets with high uncertainty, which makes it difficult to secure the necessary financial resources for international tournaments, overseas distribution projects, and research and development. Financial limitations lead to a contraction of PR and marketing activities, creating a vicious cycle that exacerbates the lack of awareness.

★**Difficulty in nurturing and securing professional manpower**: If there is a lack of information about park golf and the future vision is uncertain, young talents are hesitant to enter park golf-related fields (leaders, referees, administrators, researchers, etc.). This reduces the pool of professionals for the qualitative growth of park golf and makes it difficult to cultivate international-level experts. In addition, there are restrictions on training local experts who can disseminate and educate park golf overseas.

★**Weakening of the international sports body**: If park golf is not widely known internationally and gaining popularity, its status within major international sports organizations such as the International Olympic Committee (IOC) and the International Sports Federation (GAISF) will inevitably be weakened. This reduces the possibility of park golf being adopted as an official sport in major international multi-sport competitions such as the Olympics or Asian Games, and as a result, it misses an important opportunity to raise the global profile of park golf.

★**Sluggish research and academic activities**: If international interest and recognition of park golf is low, it is difficult to actively conduct related academic research or technology development activities. This is due to difficulties in securing research funding, lack of research personnel, and lack of international research networks. This weakens the theoretical and technical foundation for the scientific development and systematic dissemination of park golf.

★**Potential for cultural misunderstandings and prejudices**: Information asymmetry can lead to misunderstandings or prejudices about park golf. For example, park golf may be perceived as a sport only for a certain age group, or it may be dismissed as a simple game. This misunderstanding prevents the potential value of park golf from being properly evaluated and hinders the participation of various age groups and classes.

◎In-depth overcoming measures: In order to overcome these in-depth effects, a strategic approach is needed that goes beyond simple public relations.

●**First,** it is necessary to establish a consistent global branding strategy that emphasizes the unique value and charm of park golf, and to carry out active media promotion and marketing activities based on this. In particular, digital platforms and social media should be used to effectively convey the charm of park golf to the younger generation and potential club members.

●**Second**, we should strengthen cooperation with international sports organizations and make continuous efforts to include park golf in major international competitions.

●**Third,** the economic and social value of park golf should be clearly presented to attract government and private investment, and internationalization projects should be continuously promoted by securing stable financial resources.

●**Fourth**, we need to develop international professional training programs and build a network for overseas dissemination to strengthen the human resource base for the global spread of park golf. Lastly, it is necessary to support academic research and technology development on park golf to lay the theoretical and technical foundation for the scientific development and systematic dissemination of park golf.

**11.11 Analysis of the History of Park Golf and Its Global Spread**

Park golf is more than just a sport, it is a unique lifestyle sport that originated in Japan and has spread to the world through Korea.

**11.12 Birth and Early Development in Japan (1980s)**

Park golf was first devised in 1983 in Makube Town, Hokkaido, Japan. At the time, Makube Town was looking for new sports to improve the health of local residents and for leisure activities. While maintaining the strategy and fun that are the strengths of golf, Park Golf was born in an attempt to transform it into a form that anyone can easily access and enjoy.

★**Background**: The demand for health and leisure activities among the elderly is increasing due to the entry of an aging society, the need to find alternatives to the high cost and entry barriers of golf, and the need to develop new contents to revitalize the region.

★**Early features**: Streamlined rules, low-cost equipment, use of parks or idle spaces, family- or community-oriented activities.

★Early spread: It quickly became popular in Hokkaido, and then began to spread throughout Japan. The Japan Park Golf Association (JPGA) was established to lead the unification of rules and the holding of tournaments.

**11.13 Spread to Korea and explosive growth (since the 2000s)**

Since Park Golf spread to Korea in the early 2000s, it has experienced explosive growth in a different way from Japan. Korea recognized the potential of park golf early on, and with the active support of the government and local governments, it quickly expanded its infrastructure and increased the number of club members.

★**Background**: Park golf was introduced through cultural exchanges with Japan, and Korea was also entering an aging society, and the demand for physical education was increasing.

★**Growth factors**: Support for the construction of park golf courses by the government and local governments, systematic dissemination efforts by the Korea Park Golf Association (KPGA), highlighting the advantages of low cost, easy access, health promotion, and social exchange.

★**Growth pattern**: Park golf courses have increased rapidly nationwide, and the number of club members has increased exponentially. In particular, it has gained great popularity among the retirement generation, and the participation of the younger generation and family units is also increasing.

●**Characteristics of Park Golf in Korea**: Compared to Japan, the course size is larger, the facilities are modernized, and club activities are very active.

**11.14 The Present and Future of Global Diffusion (Beyond Asia)**

Park golf is spreading beyond Japan and Korea to various continents such as Asia, Europe, and North America. This is because it has the universal charm of park golf and synergizes with each country's lifestyle and sports promotion policies. Expansion in Asia: Interest in park golf is increasing, especially in Southeast Asian countries such as Vietnam, Thailand, and China, and in some countries, park golf courses are being established and clubs are being formed. Park golf associations in Korea and Japan are helping to distribute the disease to these countries by donating technical support and equipment.

★**Spread to Europe and North America:** Park golf is not yet widely known in Europe and North America, but there is a movement to pay attention to its potential as a lifestyle sport. In particular, in developed countries with an aging population, park golf is likely to emerge as a new leisure alternative. It can be expanded by using the idle land of existing golf courses or by creating a simple course in the park.

★**Role of International Organizations**: The World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU) are leading the global expansion of park golf through international standardization, international competitions, and expansion of membership. The strengthening of the roles of these organizations and mutual cooperation are very important for the systematic internationalization of park golf.

★**Future prospects**: Park golf has the potential to spread globally due to its low cost, low intensity, eco-friendliness, and social interaction. In particular, the deepening aging society and the growing interest in health are expected to further accelerate the global growth of park golf.

However, localization strategies that consider the cultural characteristics and environment of each country and systematic promotion and marketing efforts should be supported. Park golf has a short history, but its spread speed and potential are very large. Park golf, which originated in Japan and blossomed in Korea, is now at an important turning point to establish itself as a lifestyle sport for people around the world. Understanding this historical trend and the process of global expansion provides key insights for the successful internationalization of park golf

**12.1 In-depth approach to professional training and training program development**

For the successful internationalization of park golf, it is essential to cultivate professionals who can systematically teach, manage, and develop park golf, beyond simply increasing the number of club members. This should be linked to the development of international standardized education programs, and localization strategies should be implemented in parallel with each country's characteristics.

★**Establishment of an internationally recognized leader training system**: In order to spread park golf internationally, it is necessary to establish an internationally accepted leader qualification system and establish a system to train professional leaders based on this. Attachment (Fig. 2-1)

This should include not only technical aspects, but also a curriculum that covers the philosophy of park golf, safety rules, course management, and international etiquette. Online education platforms should be used to increase accessibility and multilingual educational content should be developed to eliminate language barriers. In addition, international leadership exchange programs should be operated to help leaders share their experiences and know-how with each other and to form an international network.

★**Training and qualification of international referees**: The role of internationally recognized referees is very important to ensure fairness and credibility in international competitions. International referee training programs should be developed and the expertise of referees should be strengthened through regular education and evaluation.

In particular, it is important to train referees with an accurate understanding of and application of international rules and the ability to communicate well with players from diverse cultural backgrounds. Attachment (Figure 2-2)

★**Training of park golf administrative experts**: The international spread of park golf is directly related to strengthening the administrative capabilities of park golf associations and federations in each country. Through the international sports administration expert training program, it is necessary to cultivate human resources who can be in charge of the operation, financial management, marketing, and external cooperation of park golf-related organizations. This contributes to laying the foundation for the systematic development and sustainable growth of park golf.

★**Training of course design and management experts**: Park golf course creation and management are important factors in determining the quality of park golf. It is necessary to train professional manpower for eco-friendly course design, efficient turf management, and safe operation of facilities. International course design and management standards should be established, and educational programs should be developed and disseminated to each country. This enables the improvement of the quality of park golf infrastructure and sustainable operation.

★**Research and educational content development:** Continuous research and educational content development are necessary for the scientific development and systematic dissemination of park golf. Academic research on the exercise effect, educational methodology, course design technology, and equipment development of park golf should be supported, and various educational materials (teaching materials, videos, online courses, etc.) should be developed and disseminated based on this.

In particular, it is necessary to develop customized educational contents for various classes such as children, adolescents, and people with disabilities to expand the base of park golf.

★**Develop and disseminate localized educational programs:** It is important to develop and disseminate localized educational programs that take into account the cultural and social characteristics of each country. Beyond simply translating Korean or Japanese educational programs, it is necessary to maximize the effectiveness of education by reflecting the learning methods of the local people, preferred types of content, and cultural values.

By nurturing local leaders and supporting them to run their own educational programs, we should induce the spontaneous spread of park golf. Through this in-depth approach, park golf will be able to grow beyond a simple sport into a global lifestyle sport with a systematic education system and professional manpower. This will be a key driving force for sustainable internationalization along with the qualitative growth of park golf.

**12.2 An in-depth approach to revitalizing and promoting international competitions**

In order to raise international awareness and accelerate the popularization of park golf, it is essential to revitalize international competitions and systematic promotion strategies. This includes a complex effort to effectively convey the charm of park golf to the world and induce the participation of potential club members, beyond simply holding competitions.

★**Strengthening international tournament branding and marketing**: Major international tournaments such as the World Park Golf Championships and continental championships should be nurtured as strong brands. To this end, the name, logo, and slogan of the competition should be unified, and a professional marketing strategy should be established to increase the value of the competition.

Sports marketing experts should be recruited to attract sponsorship for the tournament, sell media broadcasting rights, and develop related products. In particular, it is necessary to actively seek ways to attract sponsorships linked to corporate ESG (environmental, social, and governance) management by utilizing the eco-friendly and health-oriented image of Park Golf.

★**Expand and diversify media exposure**: Various channels should be utilized to expand media exposure for international park golf tournaments. In addition to traditional sports broadcasters, new media such as online streaming platforms, YouTube, and social media should be actively used to broadcast live park golf matches or provide highlight videos to viewers around the world. In particular, customized content should be produced on the platform mainly used by the younger generation to arouse interest in park golf. You can also consider making a documentary that explains the rules of the game, interviews with players, and the history and culture of park golf.

★**Global PR campaign:** A global PR campaign should be launched to raise the international profile of Park Golf. Promotional videos, posters, and websites containing the core values and charms of Park Golf should be produced in multiple languages and distributed around the world. The strategy of appointing famous sports players or influencers as park golf ambassadors to attract the public's attention is also effective. Efforts should be made to introduce park golf by participating in international sports fairs and conferences, and to discover potential partners.

★**Expanding the number of participating countries and athletes**: In order to raise the status of international competitions, it is necessary to continuously expand the number of participating countries and athletes. To this end, it is necessary to strengthen cooperation with park golf associations in each country and provide overseas players with the information and support necessary to participate in the tournament. In particular, players from countries where park golf has not yet spread should be invited to hold demonstration games or provide training programs to induce interest in park golf. It is also important to hold international friendly tournaments or festivals for amateur clubs to encourage the general public to participate.

★**Strengthening professionalism and transparency in the operation of the competition**: Professional and transparent competition management is essential for the successful hosting of international competitions. The game must be played fairly in accordance with international standard rules and the reliability of the referee's decision must be secured.

In addition, the participating athletes and officials should be provided with the optimal competition environment and amenities to increase the satisfaction of the tournament. Detailed plans such as volunteer training, safety management, and medical support required for the operation of the Games must be thoroughly established and implemented.

★**Strengthening sports diplomacy and international cooperation**: We need to strengthen sports diplomacy through international competitions and expand international cooperation with other countries. The tournament should be used as an opportunity to revitalize exchanges with sports officials from each country and draw joint efforts for the development of park golf.

In particular, through close cooperation with international sports organizations, continuous efforts should be made to ensure that park golf is adopted as an official sport in large-scale international multi-sport competitions such as the Olympics and the Asian Games. Through this in-depth approach, the international park golf tournament will be more than just a sports event, it will be able to act as a powerful driving force for the global spread of park golf. This will play a decisive role in raising the awareness of park golf, introducing new club members, and ultimately establishing park golf as a global lifestyle sport loved by people all over the world.

**12.3 In-depth approach to overseas market development and locally-tailored strategies**

For the global spread of park golf, it is essential to have a customized strategy that considers the cultural, social, and economic characteristics of each country.

Beyond simply transplanting successful models from Korea or Japan, we need to let park golf take root through an approach optimized for the local environment.

★**Analyze potential markets and set priorities**: Countries around the world should assess the potential for the penetration of park golf and set priorities. Countries where park golf can be successfully established are selected by comprehensively considering the population structure (aging rate), interest in life and sports, the possibility of using parks and green spaces, the government's sports policy, and economic level.

For example, developing countries with a rapidly aging population and lack of living and sports infrastructure, or developed countries with a large golf population and a high understanding of park golf can be classified as potential markets.

★**Establishing local partnerships and strengthening collaborations**: When it comes to developing overseas markets, working with local partners is a key factor in success. It is necessary to establish close partnerships with sports organizations, local governments, educational institutions, and private companies in each country to promote joint projects for the spread of park golf. Local partners play an important role in helping to localize park golf based on a deep understanding of the country's laws, culture, and market characteristics, and laying a stable foundation for distribution.

We need to build a relationship of trust through joint workshops, information exchange, and people-to-people exchanges.

★**Development of a locally customized supply model**: It is necessary to develop a park golf distribution model that suits the characteristics of each country. For example, in urban areas where it is difficult to secure land, a simple course construction model using existing parks or school grounds can be proposed, and in areas where a large site can be secured, a regular course construction model can be proposed.

In addition, considering the income level of the locals, it is possible to introduce a low-cost equipment supply plan or equipment rental system. Education programs should also be restructured to fit the local language and culture, and local leaders should be trained to support self-sustaining dissemination.

★**Enhancing cultural acceptance and promotion strategy**: Efforts are needed to increase cultural acceptance so that park golf can naturally blend into the local culture. Locals' preferred media channels and PR methods should be used to convey the charm of park golf.

For example, promoting using local celebrities, participating in local festivals and events, and producing promotional videos and materials in local languages. The universal values of park golf, such as health promotion, social exchange, and eco-friendliness, should be emphasized in accordance with the local cultural context to form a consensus.

★**Establishment of a sustainable operation and management system**: It is important to establish a local operation and management system so that park golf can be operated continuously, not just as a one-time event. Know-how on course maintenance, equipment management, club management, and tournament management should be imparted, and the capabilities of local manpower should be strengthened. In addition, it is necessary to lay the foundation for self-reliance by supporting technology transfer and investment attraction so that park golf-related industries (equipment production, course construction, etc.) can grow locally.

★**Cooperation with governments and international organizations**: Cooperation with the governments and international sports organizations is very important when developing overseas markets. Park golf should be included in the national sports promotion policy or linked to international sports exchange programs. Through this, it is possible to secure the administrative and financial support necessary for the spread of park golf and to raise its international status. Through this in-depth approach, park golf will be able to respect the characteristics of each country while spreading its universal value as a global lifestyle sport.

This is a key strategy for the sustainable internationalization of park golf.

**12.4 In-depth approach to eco-friendly park golf course creation and community cooperation**

In order for park golf to grow into a sustainable global sport, it is essential to create and operate a course that considers environmental protection and coexistence with the local community. This contributes to building a positive image of park golf and strengthening its status as a socially responsible sport.

★**Deepening the principles of eco-friendly course design and construction**: Park golf courses should be designed to preserve the natural topography as much as possible and not disturb the ecosystem. To do this, the following principles can be applied:

★**Low Impact Development (LID):** The natural drainage system is used when creating the course, and the impervious area is minimized to prevent soil loss and water pollution. Existing trees are preserved as much as possible, and damaged areas are restored with native plants to maintain biodiversity.

★**Use of sustainable materials**: Priority is given to recycled or eco-certified materials. For example, you can consider installing benches or information boards using waste wood, or installing boundary stones using recycled plastic.

★**Energy-efficient facilities**: Management facilities and amenities on the course utilize renewable energy such as solar power generation and introduce energy-efficient facilities to minimize carbon emissions. Lighting uses LEDs, and night lighting is designed to minimize the impact on the surrounding ecosystem.

★**Water management**: Choose drought-tolerant grass varieties to minimize water use, and introduce rainwater storage systems or recycled water systems. The sprinkler system operates according to an efficient irrigation plan, reducing water waste.

★**Ecological management and maintenance**: Park golf courses must be managed to maintain ecological health. The use of chemical fertilizers and pesticides is minimized, and organic fertilizers or natural pest control methods are used. To promote biodiversity, a wildflower complex is created around the course or efforts are made to protect bird habitats. Regular soil tests are conducted to check the health of the soil and, if necessary, improve the soil in an eco-friendly way.

★**Develop a win-win and cooperation model with the local community**: Park golf courses can be a leisure space for local residents and a base for revitalizing the local economy. Through close cooperation with the local community, the social value of park golf should be enhanced.

★**Residents' participatory course operation**: Provide opportunities for local residents to participate as volunteers in course management and operation, cultivating a sense of community and increasing attachment to the course. Regular meetings are held to collect residents' opinions and reflect the voices of residents in the operation of the course.

★**Contribution to revitalizing the local economy**: In connection with the commercial area around the park golf course, it contributes to the revitalization of the local economy by inducing the sale of local specialties and the use of restaurants and accommodations. If a park golf tournament is held, synergy effects can be created in connection with local festivals.

Operation of education and experience programs: Park golf education and experience programs are operated for local residents to expand the base of park golf and encourage healthy leisure activities. In particular, it develops programs for vulnerable groups such as children, young people, and people with disabilities to promote social inclusion.

★**Environmental education and campaigns**: Use park golf courses to run environmental education programs for local residents or carry out environmental protection campaigns to raise environmental awareness. For example, you can carry out a trash pick-up campaign on the course and a pledge to practice eco-friendly living.

★**Introducing ESG management and strengthening social responsibility**: Park golf-related companies and organizations must fulfill their social responsibilities by adopting ESG (environmental, social, and governance) management. Through eco-friendly product production, fair labor practices, and transparent governance, we increase corporate sustainability and build social trust. This reinforces the positive image of Park Golf and lays the foundation for long-term growth.

Through this in-depth approach, Park Golf will be able to establish itself as an eco-friendly space that contributes to the sustainable development of the local community and a center of healthy leisure culture that all citizens can enjoy together. This becomes an important competitiveness for the global expansion of park golf

**12.5 In-depth approach to popularization of park golf through digital innovation**

For the global spread of park golf and the influx of young generations, an innovative approach that actively utilizes digital technology is essential. This plays a decisive role in building the modern image of park golf and securing new growth engines.

★**Development and advancement of integrated mobile applications**: It is necessary to develop and continuously upgrade integrated mobile applications for park golf clubs. The app should go beyond simple scoring and provide a variety of features, such as:

★**Course information and reservation system**: It provides information on park golf courses around the world and integrates real-time reservation and payment functions to enhance ease of use. It provides detailed information on the difficulty, characteristics, and amenities of each course to help users choose the course that suits them.

★**Personal record management and analysis**: It automatically records and analyzes the user's round record, score, distance, and number of putts to help improve individual skills. It provides AI-based swing analysis functions or customized lesson content so that you can receive professional coaching.

★**Community function**: Strengthen community functions for communication between club members, information sharing, and friendly match matching. Through an online ranking system and challenge events, competition and fun elements are added to induce participation.

★**Educational contents**: Various educational contents such as park golf rules, etiquette, and swing posture are provided in various forms such as videos, animations, and texts. Through multi-language support, overseas clubs can easily access it.

★**Equipment and supplies purchase linkage**: The online store where you can purchase Park Golf equipment and supplies within the app is linked to increase convenience. You can also consider a customized equipment recommendation function based on personal play data.

★**Applying smart technology and using IoT**: Park golf courses and equipment should be combined with smart technology and the Internet of Things (IoT) to innovate the playing experience.

★**Smart course system**: Sensors are installed on the course to measure the position, distance, and speed of the ball in real time, and it is linked to the app to provide immediate feedback to the user. Smart scoreboards and automatic ball collection systems are introduced to increase the efficiency of game management.

★**Smart equipment development:** By developing clubs or balls with built-in smart sensors, the user's swing data (head speed, impact angle, etc.) is precisely analyzed, and customized lessons or equipment recommendations are made through this.

★**VR/AR-based simulation**: Using virtual reality (VR) or augmented reality (AR) technology, we will develop a simulation system that allows you to practice park golf in an environment similar to a real course or enjoy a virtual round. This allows you to enjoy park golf without weather or time restrictions, and it can be an interesting content for the influx of new members.

★**Global content strategy and media utilization**: It is necessary to establish a global content strategy to promote the charm of park golf to the world and actively utilize various media.

★**Multilingual video content production**: Video content on various topics such as basic rules of park golf, game highlights, player interviews, and course introductions is produced in multiple languages and distributed to global video platforms such as YouTube and TikTok. In particular, it attracts the attention of the younger generation through short and interesting short-form content.

★**Strengthen social media marketing**: Use global social media platforms such as Instagram, Facebook, and Twitter to share information related to park golf and communicate with club members. Hashtag challenges and online events will induce participation and revitalize the park golf community.

★**E-sports and online tournaments**: Develop park golf simulation games and hold online competitions or e-sports leagues using them to encourage the participation of the younger generation.

This is an opportunity to increase the popularity of park golf and create a new profit model.

★**Influencer marketing**: Use famous overseas sports influencers or YouTubers to promote park golf and maximize the promotional effect by producing experience videos. This has a great impact on a specific target group and contributes to forming a positive image of park golf. This digital innovation will increase the accessibility of park golf, enrich the playing experience, and promote the influx of young generations, accelerating the global popularization of park golf. In addition, it can create a new business model and lay the foundation for the sustainable growth of the park golf industry.

**12.6 An in-depth approach to strengthening policy support from the government and local governments**

For the successful internationalization of park golf, active and systematic policy support from the government and local governments is essential. This goes beyond mere financial support, but also includes the provision of legal and institutional foundations, the expansion of infrastructure, and the role of international cooperation.

★**Establishment of legal and institutional foundations**: Park golf should be recognized as an important part of the national sports promotion policy, and legal and institutional foundations should be prepared to support it. For example, the 'Park Golf Promotion Act' or related ordinances can be enacted to clarify the definition of park golf, development goals, and support grounds. This secures the publicity of Parkgolf, and provides a legal basis for stable financial support and infrastructure expansion.

In addition, the legal status of parkgolf-related organizations should be strengthened and guidelines for transparent operation should be presented to enhance their credibility.

★**Expanding infrastructure and improving accessibility**: The government and local governments should expand infrastructure by increasing investment in the creation and maintenance of park golf courses. In particular, park golf courses should be created using idle sites, parks, and river sites in the city center, and public transportation should be easily accessible to citizens. Beyond simply increasing the number of courses, it is necessary to create high-quality courses that meet international standards and apply universal design that can be used by socially disadvantaged people such as the disabled and the elderly without any inconvenience. In addition, it is possible to consider creating a complex sports complex through linkage with existing sports facilities.

★**Expansion and diversification of financial support**: We need to expand the financial support necessary for the internationalization of park golf and diversify its methods. The central government should prepare a special budget for the internationalization of park golf, and increase government subsidies for related projects to local governments. In addition, it is necessary to seek various ways to secure financial resources, such as attracting sponsorships in connection with CSR activities of private companies, utilizing public funds such as Sports Toto, and reinvesting part of the profits from the sale of park golf-related products. The effect of support should be maximized through transparent and efficient budget execution.

★**Training and employment support for professionals**: Develop a program to train professionals (leaders, referees, administrators, course management experts, etc.) for the internationalization of park golf, and support their employment. The government can designate specialized educational institutions or support the establishment of related university departments to establish a systematic education system.

In addition, policies should be pursued to create jobs related to park golf, and opportunities to participate in international exchange programs or financial support should be provided to professionals who wish to advance overseas.

★**Leading international cooperation and sports diplomacy:** The government should play an active role as an agent of sports diplomacy for the internationalization of park golf. We need to strengthen our leadership within international park golf organizations (IPGU, WPGF, etc.) and raise the international status of park golf through cooperation with international sports organizations (IOC, GAISF, etc.). Bilateral and multilateral sports exchange agreements should be signed to promote international cooperation projects for the spread of park golf, and friendly relations should be established through technical support and equipment donations to overseas countries.

In particular, the spread of park golf to developing countries can be promoted in connection with Korea's official development assistance (ODA) project.

★**Support for R&D and technological innovation**: Research and development (R&D) and technological innovation should be supported for the scientific development and industrialization of park golf. Research funds on park golf equipment, course construction technology, smart game systems, and educational content development should be supported, and technology commercialization should be promoted through industry-academia-research cooperation. This contributes to strengthening the competitiveness of the park golf industry and creating new added value.

★**PR and marketing support**: The government and local governments should support PR and marketing activities for the popularization and internationalization of park golf. Through the production of public service announcements, media campaigns, and participation in international sports fairs, the appeal of park golf should be widely publicized and a positive image should be built. In particular, the values of park golf such as eco-friendliness, health promotion, and social interaction should be highlighted to encourage participation from various classes. Such policy support from the government and local governments will play a decisive role in growing park golf into an important industry that contributes to raising the status of national sports, improving public health, and revitalizing the local economy, beyond simple daily sports.

**12.7 An in-depth approach to sports diplomacy and cultural exchange linkage strategies**

Park golf can be a powerful tool for sports diplomacy and cultural exchange, which promotes understanding between countries and creates cultural bonds, beyond just sports activities. By approaching the internationalization of park golf in depth from this diplomatic and cultural perspective, Korea's soft power can be strengthened and global leadership can be secured.

★**Strengthening public diplomacy through park golf**: Public diplomacy is an activity that enhances a country's reputation and builds friendly relations through exchanges at the private level, not the government. Park golf is a lifestyle sport that anyone can easily enjoy, and it can maximize the effect of public diplomacy by inducing natural exchanges between ordinary citizens. In the process of disseminating park golf to overseas countries, teaching park golf to locals, and holding friendly matches, Korean culture and values can be naturally spread.

For example, Korean park golf instructors can be sent abroad to educate local people and run programs to introduce Korean park golf culture. This creates a positive perception of Korea and contributes to the formation of long-term friendly relations.

**★Expanding the role of international sports organizations and securing leadership**: Korea, which is leading the internationalization of park golf, should play a leading role within international sports organizations such as the World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU). Korean experts should be promoted to key positions in international organizations, and Korea's experience and vision for the development of park golf should be actively presented at international conferences and forums.

Through this, Korea's voice can be reflected in the establishment of international standards, international tournament operations, and global dissemination strategies for park golf, and global leadership in the field of park golf. In addition, continuous efforts should be made to ensure that park golf is adopted as an official sport in large-scale international multi-sport competitions such as the Olympics and Asian Games through cooperation with international sports organizations.

★**Linking and developing cultural exchange programs**: Various cultural exchange programs should be developed through park golf to enhance mutual understanding between countries. For example, during international park golf tournaments, cultural performances or exhibitions can be held by participating countries, and participating players and officials can experience each other's cultures. In addition, Korean cultural experience programs linked to park golf (hanbok experience, Korean food making, K-pop dance, etc.) can be developed to let overseas clubbers know the charm of Korea. This can have the effect of creating a new form of Hallyu content that combines sports and culture through park golf.

★**Sports Development Assistance (ODA) through Support for Developing Countries:** Park golf is a lifestyle sport that can be enjoyed at a low cost, so it has great potential to be promoted in connection with sports development assistance (ODA) projects in developing countries.

Korea can contribute to the development of life and sports in developing countries by providing technology and equipment for the construction of park golf courses and operating local leader training programs. Beyond the meaning of humanitarian aid, it plays an important role in raising Korea's international status and forming long-term friendly relations.

In addition, park golf can contribute to the promotion of public health and social integration in the country.

★**Establishment and revitalization of the global park golf network**: It is necessary to establish and revitalize a global park golf network that connects park golf clubs, associations, related companies, and academia around the world. Information sharing, knowledge exchange, and joint research should be promoted through online platforms, and regular international forums or conferences should be held to provide a place for discussion for the development of park golf. This strengthens the international cooperation system of park golf and contributes to creating the future of park golf with stakeholders in various countries.

★**Enhance image through media and public relations:** The media and public relations should be actively used to effectively convey the sports diplomatic and cultural values of Park Golf. Successful cases of sports diplomacy or inspiring cultural exchange stories through park golf should be discovered, produced into documentaries, news articles, and social media contents, and distributed around the world. This contributes to building a positive image of park golf and raising public awareness of the importance of sports diplomacy.

This in-depth strategy of sports diplomacy and cultural exchange will enable park golf to play an important role in promoting peace and cooperation among nations and spreading universal values of humanity, beyond just a sport. This is a key strategy for the sustainable internationalization of park golf and an important opportunity to strengthen Korea's global leadership.

**13.1 Analysis of the In-depth Impact of Lack of International Recognition and Information Asymmetry**

**●Case Studies and Strategies to Overcome**

Park Golf's lack of international recognition and information asymmetry are complex problems that not only hinder the spread of the sport, but also weaken its position in the global sports industry ecosystem and cause it to lose potential growth opportunities. To understand the seriousness of this problem, we need to analyze specific cases and seek in-depth strategies to overcome them.

**13.1.1 Case studies**

**●Failure of internationalization of sports in the early stages and success factors**

Similar to park golf, we can diagnose the current situation of park golf and learn lessons from the examples of sports that started in a specific region and tried to internationalize but failed or succeeded.

●**Failure Examples**

★**Isolation of sports in certain regions**: Despite their unique appeal, some regional sports do not have international recognition and often stay within the region. This is mainly due to the following factors:

★**Lack of standardized rules**: Different rules are applied to each region, making it difficult to hold international competitions or exchanges.

★**Lack of systematic promotion**: Failure to deliver an effective message by focusing only on self-centered promotion without understanding the overseas market. soup

★**Lack of organisations or capacities**: There is no strong international federation that can oversee sports and lead the internationalization, or even if there is, there is a lack of financial and administrative capacity.

★**Failure to overcome cultural barriers**: The cultural characteristics of the sport are not easily accepted by other cultures, or there is a lack of localization efforts.

★**Failure to attract investment**: Unable to attract the huge amount of money needed for internationalization, it is difficult to build infrastructure, promote it, and train human resources.

●**Success Stories**

★**Internationalization of Taekwondo**: Taekwondo is a representative example of a successful internationalization that started as a traditional Korean martial art and was adopted as an official Olympic sport. The success factor of taekwondo has great implications for park golf.

●**The role of a strong international federation (WT):** The World Taekwondo Federation (WT) has played a pivotal role in the internationalization of taekwondo, leading the international standardization of rules, the development of systematic training programs, and the holding of international competitions.

★**Adoption of Olympic Sports**: The adoption of taekwondo as an official Olympic sport has exploded in international recognition and has been a decisive moment in attracting investment from governments and sports organizations.

★**Localization strategy**: Through education and dissemination strategies that take into account the cultural characteristics of each country, we tried to make taekwondo naturally permeate into the local society.

★**Continuous research and development**: Through continuous efforts such as technology development, improvement of game rules, and development of poomsae, the attractiveness of sports has been maintained and developed.

★**Active support from the government**: The Korean government has provided policy and financial support for the globalization of taekwondo.

**13.1.2 In-depth strategy for overcoming information asymmetry in park golf**

Information asymmetry in park golf refers to a phenomenon in which accurate and attractive information about park golf is not sufficiently conveyed to potential stakeholders. In-depth strategies to overcome this are as follows.

●**Establishment of a global database and information hub**: A global online platform that provides all information about park golf should be built in an integrated manner. The platform should include the following features:

★**Multi-language support**: Provides Park Golf history, rules, equipment, course information, tournament schedules, etc., translated into major languages.

★**Research Data and Statistics**: We objectively prove the value of park golf by providing scientific research data and statistics on its health effects, social effects, and economic ripple effects.

★**Sharing success stories**: Discover and share cases of successful dissemination of park golf in each country, and help other countries benchmark through this.

★**Expert Network**: Distribute information from experts such as park golf instructors, referees, course designers, and researchers, and promote exchanges between them.

★**Media library:** Provide high-quality photos, videos, and promotional materials that are easily accessible and accessible to media members.

★**Providing and promoting targeted information**: Customized information should be produced and delivered by potential stakeholder groups (government officials, sports organizations, the general public, younger generations, older people, etc.).

★**Government and sports organizations**: Provide policy proposals and briefings covering the social and economic value of park golf, the need for policy support, and successful adoption cases.

★**General public**: Create public-friendly content (e.g., short videos, webtoons, experiential events) that emphasize the easy and fun aspects of park golf, its health-promoting effects, and the benefits of social interaction.

★**Younger generation**: Through digital platforms, social media, and e-sports linkage, we position park golf as a modern and trendy sport .

★**Older adults**: Provide content that highlights benefits such as health promotion, active old age, and social networking.

★**Strengthen international media cooperation**: Strengthen cooperation with major international media outlets, sports channels, and online media to produce and distribute park golf-related articles, documentaries, and feature programs. When international park golf tournaments are held, media tours are provided, and the charm of park golf is actively announced through press conferences.

★**International conferences and forums**: Regular international conferences and forums are held for the internationalization of park golf to provide a place for experts, policymakers, and enthusiasts from each country to gather to exchange information and discuss development plans. Through this, it contributes to increasing international interest and understanding of park golf and setting common goals.

Through these in-depth strategies, Park Golf will be able to raise international recognition and resolve information asymmetry, laying the foundation for faster spread around the world. This is an essential process for park golf to establish itself as a true global lifestyle sport.

**13.1.3 In-depth Analysis of Major Characteristics of Park Golf Internationalization by Period**

The internationalization of park golf has not progressed in a single flow, but has developed with unique characteristics and major dynamics in each period. By analyzing these characteristics in depth, it is possible to grasp the current position of park golf internationalization and gain the insights necessary to establish future strategies.

**13.1.4 Beginning: Spread in Japan and Korea (1983 ~ Early 2000s)**

This is the early stage when park golf was born in Japan, spread domestically, and later spread to Korea. The focus was on the spread and spread of sports rather than the concept of internationalization.

★**Spread in Japan**: Park golf, which began in 1983 in Makube Town, Hokkaido, gradually spread in Japan in line with the demand for leisure activities in an aging society. The Japan Park Golf Association (JPGA) was established to unify the rules and hold national tournaments to lay the foundation. During this period, it was mainly established as a community-centered lifestyle sport.

★**Spread to Korea**: In the early 2000s, park golf was introduced to Korea through exchanges with Japan. In the beginning, it started on a small scale with a few local clubs, but the combination of Korea's aging rate and high interest in lifestyle and sports has led to the potential for explosive growth.

★**Lack of internationalization**: During this period, there were few specific discussions or efforts for the internationalization of park golf. It was mainly focused on domestic dissemination and spread, and international exchanges remained at an informal level

**13.1.5 Growth Period: Korea's Explosive Growth and Laying the Foundation for Internationalization (Mid-2000s ~ Late 2010s)**

It was a time when park golf grew explosively in Korea and laid an important foundation for internationalization. Korea has emerged as a new center of park golf and has begun to demonstrate international leadership.

★**Rapid growth of park golf in Korea**: With the active support of the government and local governments, the infrastructure of park golf courses has been rapidly expanded, and the number of club members has increased exponentially. The Korea Park Golf Association (KPGA) has grown park golf into Korea's representative lifestyle sport through systematic leadership training, tournament hosting, and public relations activities.

★**Beginning of international exchanges**: Regular friendly exchanges between Korea and Japan were revitalized, and Korean park golf organizations began to make efforts to spread park golf to the Asian region. Activities such as introducing park golf to Southeast Asian countries such as Vietnam and Thailand and creating demonstration courses were carried out.

★**Movement to establish an international organization**: The need to establish an international organization has emerged to raise the international status of park golf and promote systematic internationalization. In 2017, the International Park Golf Federation (IPGU) was founded under the leadership of Korea, which marked an important turning point in the internationalization of park golf.

★**Discussion of international standardization begins**: The growing need for international conventions has led to discussions about international standardization of rules. Efforts were made to reduce the difference in rules between countries and to establish uniform standards.

**13.1.6 Leap Forward: Accelerating Global Expansion and Strengthening International Status (Early 2020s ~ Present)**

Park golf is spreading beyond Asia to the rest of the world, and efforts to strengthen its international status are in full swing. The development of digital technology and the growing interest in health after the pandemic are accelerating internationalization.

★**Accelerating global spread**: Beyond Asia, interest in park golf is increasing in various continents such as Europe and North America. In particular, it is attracting attention as a new leisure alternative centered on developed countries with an aging population. Park golf organizations in Korea and Japan are further expanding their overseas distribution projects.

★**Revitalization of international competitions**: International tournaments are held regularly under the leadership of the International Park Golf Federation (IPGU), and the number of participating countries is gradually increasing. This is increasing the international competitiveness of park golf and contributing to the improvement of players' skills.

★**Applying digital technology**: Attempts are being made to induce the influx of young generations and innovate the playing experience by incorporating digital technologies such as mobile apps, smart course systems, and VR/AR simulations into park golf. This plays an important role in building the modern image of park golf.

★Emphasis on sustainability and social values: Movements to emphasize the sustainability and social value of park golf, such as creating eco-friendly courses, coexistence with local communities, and introducing ESG management, are spreading. This contributes to strengthening the status of park golf as a sport that fulfills its social responsibilities beyond being a simple sport.

★**Efforts to adopt it as an Olympic sport**: We are strengthening cooperation with international sports organizations and making continuous efforts to ensure that park golf can be adopted as an official sport in major international multi-sport competitions such as the Olympics and the Asian Games. This is one of the most important goals to explosively increase the global recognition of Park Golf.

**13.1.7 Looking Ahead: Becoming a Global Life and Sports Leader (Next 10 Years)**

The next 10 years will be an important time for park golf to fully establish itself as a true global lifestyle sport. The following characteristics are expected to emerge during this period.

★**Expanding global infrastructure**: Park golf courses will be expanded globally and will become more accessible. In particular, the course creation model using idle spaces or existing sports facilities in the city center will spread.

★**Greater participation of diverse age groups:** Participation of young people and families will be further expanded, as well as older generations. This will be achieved through the universal appeal of park golf, the development of new contents using digital technology, and the linkage with school sports programs.

★**Growth of the park golf industry**: The park golf-related industry, including equipment, apparel, course design and management, and educational programs, will grow and diversify. New business models will be created, and related jobs will increase.

★**Complete Establishment of International Standards**: International standards will be completely established in all aspects such as rules, equipment, and course design, so that you can enjoy park golf with the same standards anywhere in the world.

★**A key tool of sports diplomacy**: Park golf will be further used as an important tool of sports diplomacy to promote cultural exchange and understanding between countries. In particular, it will contribute to realizing humanitarian values in connection with sports development assistance (ODA) projects for developing countries.

★**Adoption of the Olympic programme**: Through continued efforts and international support, the possibility of park golf becoming an official Olympic sport will increase. This will be a decisive opportunity to raise the global status of Park Golf to the highest level.

Based on these characteristics of each period and future prospects, the internationalization strategy for park golf should be established more specifically and systematically. By understanding the characteristics of each period and applying appropriate strategies, Park Golf will be able to realize its vision of becoming a truly global lifestyle and sports.

**13.1.8 In-depth impact analysis of financial limitations and lack of investment**

**●Strategies for securing financial resources for sustainable growth**

The internationalization of park golf requires a huge financial investment. Funds are needed for all processes such as course construction, equipment supply, educational program development, international competitions, and promotion and marketing. However, as park golf has not yet established itself as a mainstream sport, financial limitations and lack of investment are acting as one of the biggest obstacles to internationalization.

We need to find a strategy to secure sustainable financial resources to overcome the profound impact of these problems.

**13.1.9 The Profound Impact of Financial Limitations**

★**Delay in infrastructure construction and poor quality:** Financial limitations can delay the construction of overseas park golf courses and improvement projects of existing courses, or cause low-quality course construction. This reduces the attractiveness of park golf and may lead to safety problems. In particular, in developing countries, it becomes difficult to introduce park golf due to the lack of initial investment costs.

★**Difficulty in training and retaining professionals**: It takes a considerable amount of training and time to train park golf professionals, such as coaches, referees, and course management experts. Lack of financial support makes it difficult to operate high-quality education programs, and it can lead to exodus due to lack of adequate compensation or support for trained personnel. This is a factor that hinders the qualitative growth of park golf.

★**Restrictions on holding and participating in international tournaments**: International tournaments are an important opportunity to raise awareness of park golf and improve the skills of players, but they are expensive to hold. Financial limitations make it difficult to host and hold international competitions, and it increases the cost burden of participation for overseas athletes, which discourages international exchange. This has a negative impact on the strengthening of park golf's international competitiveness.

★**Limitations of PR and marketing activities**: Large-scale PR and marketing campaigns to raise the international profile of Park Golf require a significant budget. Lack of investment restricts effective promotional activities and makes it difficult to promote the appeal of park golf to the world. This leads to a vicious cycle that exacerbates the lack of awareness.

★**Sluggish R&D and technological innovation**: R&D and technological innovation, such as the development of park golf equipment, improvement of course management technology, and the application of smart technology, are essential elements for the future growth of park golf. However, the lack of financial support stifles these research activities and weakens the competitiveness of the park golf industry.

★**Lack of a sustainable growth model**: Without relying on one-time support or building its own revenue model, it is difficult to ensure the sustainability of park golf's internationalization. Without securing stable financial resources, it is impossible to establish and implement long-term plans.

**13.2.1 In-depth strategies for sustainable financing**

In order to secure sustainable financial resources for the internationalization of park golf, a multifaceted approach is needed that combines the government, the private sector, and its own profit-generating model.

★**Increasing policy support from the government and public institutions:** The government should recognize park golf as an important part of the national sports promotion and expand the related budget. In particular, a special budget can be set aside for internationalization projects and the spread of park golf can be promoted in connection with sports development assistance (ODA) projects for developing countries. Local governments should also strengthen support for the creation and operation of park golf courses and promote projects linked to the revitalization of the local economy. It is also possible to explore ways to utilize part of public funds such as Sports Toto for the internationalization of park golf.

★**Attract investment and sponsorship from private companies**: By taking advantage of Park Golf's eco-friendly and health-oriented image and social exchange, it is necessary to actively attract sponsorships linked to corporate social contribution activities (CSR) and ESG management.

In particular, health-related companies, leisure industry companies, and eco-friendly companies can propose investments in international park golf tournaments, course construction, and education programs. We should emphasize the mutual benefits of improving the company's brand value and fulfilling its social responsibilities to induce investment.

★**Develop and diversify their own revenue models**: Park golf-related organizations should develop their own revenue models to increase their financial independence.

★**Membership system and usage fee revenue**: Park golf course usage fees and association membership fees are reasonably set to secure stable profits. Additional revenue can be generated by providing premium courses or services.

★**Revenue from the sale of equipment and supplies**: Generate revenue by developing and selling related products such as park golf equipment, clothing, and accessories.

In particular, it is necessary to develop high-quality equipment that meets international standards to ensure competitiveness.

★**Revenue from training programs and certifications**: Revenue is secured through tuition fees and certification issuance fees for professional training programs such as instructors, referees, and course management specialists. The revenue model can be expanded through the development of online educational content.

★**Tournament and event revenue**: When holding international competitions, revenue is generated through ticket sales, broadcast ticket sales, sponsorship attraction, and related product sales. You can also consider holding park golf events in connection with local festivals or corporate events and sharing profits.

★**Fund raising and donations**: Establish a park golf internationalization fund and attract donations from individuals and organizations. Donors are encouraged to donate by providing tax benefits or honorable treatment.

★**Crowdfunding and attracting small investments**: To attract the participation of the general public, crowdfunding platforms can be used to attract small investments in the internationalization of park golf. This not only secures financial resources, but also has the effect of increasing public interest and participation in park golf.

★**Use of international cooperation funds**: International cooperation funds operated by United Nations (UN) agencies and international sports development organizations can be used to promote park golf promotion projects in developing countries.

This reduces the financial burden and strengthens international partnerships. Through such a multifaceted strategy to secure financial resources, Park Golf will be able to overcome financial limitations and lay a solid foundation for sustainable internationalization.

Stable finances will enable the expansion of park golf's infrastructure, the cultivation of professional manpower, the revitalization of international competitions, and effective promotion and marketing activities, ultimately accelerating the global popularization of park golf.

**13.2.2 An in-depth approach to international standardization and rulemaking**

**●Laying a unified foundation for global park golf**

In order for park golf to grow into a truly global sport, the most basic prerequisite is to establish standardized rules and systems that are internationally accepted. This means international agreement and coordination of all elements that make up park golf, such as equipment, course design, referee decisions, and player qualifications, beyond simply the unification of game rules.

This standardization plays a decisive role in securing the fairness, accessibility, and popularity of park golf at the same time.

**13.2.3 Necessity and Importance of International Standard Rules**

★**Ensure fairness**: Uniform rules increase fairness in the game by ensuring that all players around the world can compete on the same conditions. This is essential to improve the authority and credibility of international competitions.

★**Increased accessibility and understanding**: Standardization of rules will make it easier for newcomers to understand and learn the game, and they will be able to enjoy it in the same way in any country. This greatly contributes to the global spread and popularization of park golf.

★**Promotion of international exchange**: Standardized rules facilitate park golf exchanges between countries. It lays the foundation for athletes, coaches, and referees to freely participate in international competitions and share their experiences and skills with each other.

★**Efficiency in equipment and course development**: Standardized rules provide clear guidelines for equipment manufacturers and course designers, helping them to efficiently develop high-quality, internationally compatible equipment and courses. This leads to reduced production costs and improved quality.

★**Media and sponsorship attraction**: Uniform rules facilitate media coverage and sponsorship attraction. Audiences around the world can easily understand and enjoy the games, which increases viewership and allows companies to access a wider market by investing in standardized sports.

**13.2.4 Key Areas and In-depth Strategies of International Standardization**

★**Unification and subdivision of game rules**: Currently, major park golf countries such as Japan and South Korea use similar but subtly different rules. This should be unified internationally and clear guidelines should be presented on the detailed situation. For example, there needs to be an international consensus on OB treatment, hazard regulations, and play around the hole cup. In addition, it is possible to consider the subdivision of rules for various levels and classes, such as amateurs, professionals, and age groups.

★**Standardization of equipment**: International standards for clubs (length, weight, head size, etc.) and balls (size, weight, material, etc.) should be established. This ensures that the equipment is fair and that players can play under the same conditions no matter what equipment they use. It also provides the standards necessary for equipment manufacturers to enter the international market.

★**Standardization of course design and construction**: International standards should be established for the length, width, hole cup size, grass type, and obstacle placement of park golf courses. This ensures the difficulty and safety of the course and contributes to the expansion of high-quality courses that can host international competitions around the world. Eco-friendly course creation guidelines should also be included.

★**Standardisation of referee adjudication and education**: Referee education and qualification systems should be internationally standardised to ensure fair and consistent referee decisions in international competitions. Develop a unified education program on referee judging criteria, how to deal with each situation, and how to communicate with players, and maintain the professionalism of referees through regular evaluations.

★**Standardisation of player qualification and ranking systems**: The eligibility criteria for athletes participating in international competitions should be clarified, and an international ranking system should be established to objectively assess the skills of athletes. This increases the motivation of athletes and contributes to strengthening the competitiveness of international competitions.

**13.2.5 Strengthening cooperation and governance for the promotion of international standardization**

★**Strengthening the role of international park golf organizations**: International park golf organizations such as the World Park Golf Federation (WPGF) and the International Park Golf Federation (IPGU) should play a central role in leading international standardization discussions and gathering opinions from national associations to reach consensus. Close cooperation and division of roles between these organizations are important.

★**Formation of expert committees**: An international standardization committee composed of experts in each field such as rules, equipment, and course design should be operated to conduct professional and in-depth discussions. Legal experts, sports scientists, engineers, course designers, and other experts from various fields should be involved to establish practical standards.

★**Constant revision and update**: Park golf is a sport that is constantly evolving and changing, so international standards must be constantly revised and updated in line with the changing times and technological advancements. Regular review meetings should be held to correct deficiencies in the rules and reflect new technologies or trends.

★**Inducing the participation and consensus of national associations:** International standardization is difficult to succeed without the active participation and agreement of national associations. Diplomatic efforts are needed to fully explain the necessity and benefits of standardization, respect the opinions of each country, and reach a consensus.

Countries should be provided with the necessary support to disseminate and educate standardized rules and systems

International standardization and rule establishment are essential processes for park golf to take a leap forward as a truly global sport. This will lay a solid foundation for the sustainable growth and development of park golf and play a decisive role in establishing its status as a sport enjoyed by people around the world.

**13.2.6 국제 대회 활성화 및 홍보 강화의 심층적 접근**

**●글로벌 스포츠 이벤트로서의 도약**

Upgrading the international park golf tournament to a global sporting event that attracts the attention of people around the world is a key strategy to dramatically raise the awareness of park golf and accelerate its popularization. This requires an innovative approach across tournament planning, management, marketing, and media strategy.

**13.2.7 Advancement of Games Planning and Branding**

★**Establish its identity as a global sporting event**: The international park golf tournament should be nurtured as a global brand that embodies the core values of 'sports for all', 'sports with nature', and 'sports of health and communication'.

Unify the name, logo, slogan, and visual identity of the competition, and establish the identity of the competition by developing an attractive story that can be used worldwide.

★**Introduction of various types of competitions**: In addition to the existing individual and team competitions, various types of competitions such as mixed team competitions, family competitions, and integrated competitions for the disabled are introduced to stimulate the interest of participants and viewers and emphasize the inclusiveness of park golf.

In particular, charity matches and legend matches in which celebrities and sports stars participate are planned to attract the public's attention.

★**Strategic approach to venue selection**: The venue for international tournaments should be strategically selected in conjunction with the global expansion strategy of park golf. By holding a tournament in a potential market country where park golf has not yet spread, it can be used as an opportunity to introduce park golf and attract interest in the country. In addition, cities with well-equipped tourism infrastructure or areas with beautiful natural scenery are selected to provide special experiences for participants and visitors, and contribute to the revitalization of the local economy.

★**Establish a sustainable Games operating model**: We need to build a model that minimizes the environmental and social impact of the Games and ensures economic sustainability. The social value of the Games is enhanced through eco-friendly operation (waste minimization, energy saving), coexistence with local communities (participation of local residents, contribution to the local economy), and transparent financial management.

**13.2.8 Innovation and Global Expansion of Media Strategy**

★**Multi-platform-based media content production**: In addition to traditional TV broadcasting, media content must be optimized for various channels such as digital platforms (YouTube, Twitch, TikTok, etc.), social media, and OTT services. It produces content in various formats such as live game broadcasts, highlights, player interviews, backstage stories, and park golf lessons to increase accessibility to viewers around the world.

★**Provide interactive media experiences**: Viewers should not only watch the game, but also actively engage and communicate with them. For example, online voting, real-time chat, game simulation using virtual reality (VR) or augmented reality (AR), and player data analysis are used to increase viewers' immersion.

★**Strengthening global media partnerships**: We need to strengthen partnerships with major international media outlets such as CNN, BBC, and ESPN, as well as sports channels, to expand the coverage of international park golf tournaments. Sports reporters are invited to cover the tournament and support the production of special articles or documentaries that contain the charm of park golf.

★**Data-driven promotion and marketing**: Analyze a variety of data, such as viewer data, social media reactions, and website traffic, to optimize your promotion and marketing strategies. Identify the characteristics of the target audience and promote Park Golf through the most effective messages and channels for them.

**13.2.9 Fan Engagement and Community Activation Strategies**

★**Building a global fan community**: We need to build an online community where fans around the world can communicate and interact around the international park golf tournament. Forums, social media groups, and fan clubs with multi-language support will be operated to encourage fan participation and provide a place to share their passion for park golf.

★**Fan Participation Events and Programs**: During the tournament, various events are planned for fans to participate in. For example, fan autograph sessions, meetings with players, park golf experience zones, fan art contests, and cheering challenges are held to increase the immersion of fans and enrich the tournament.

★**Development of digital goods and souvenirs**: Develop digital goods (NFTs, emoticons, etc.) or souvenirs using the tournament logo or mascot to provide collectible value to fans and generate additional revenue. This strengthens fans' sense of belonging and contributes to increasing the brand value of the tournament.

★**Promote volunteer programs**: To ensure the success of the convention, we recruit volunteers from all over the world and provide them with systematic training and support. Volunteers are important members of the tournament and ambassadors of Park Golf, contributing to the success of the tournament and gaining international experience.

Through these in-depth strategies, the international park golf tournament will be able to leap beyond a simple sports event to a global sporting event where people from all over the world can enjoy and communicate together. This will play a decisive role in dramatically increasing the awareness of park golf, introducing new club members, and ultimately establishing park golf as a global lifestyle sport loved by people all over the world.

**13.3.1 In-depth approach to overseas market development and locally tailored strategies**

**●Roadmap for Successful Global Expansion**

Developing overseas markets for park golf is a complex process that goes beyond simply building courses and supplying equipment, understanding the unique socio-cultural context of each country and establishing strategies accordingly. For successful global expansion, a systematic roadmap and flexible localization strategy are essential.

**13.3.2 Market Segmentation and Targeting Strategies**

★**Demographic analysis**: By analyzing each country's aging rate, average life expectancy, and retirement age, we will identify the size of the elderly population, which is the core target group of park golf. In addition, the potential expansion potential is evaluated by considering the participation rate of the younger generation in life and sports and the preference for leisure activities in families.

★**Economic analysis**: Each country's GDP per capita, disposable income, and the size of the sports and leisure industry are analyzed to assess the economic potential of the market and the ability to pay for park golf equipment and course use. We will discover a market that can utilize the strengths of park golf as a low-cost sport.

★**Cultural analysis**: Analyze each country's sports culture, leisure preferences, how parks and green spaces are used, and perceptions of community activities to assess how easily park golf can be integrated into local culture. For example, countries with a developed culture of enjoying outdoor activities or countries with active government support for daily sports can be considered first.

★**Competitive environment analysis**: By analyzing the prevalence, popularity, and competitive intensity of similar sports (e.g., golf, gateball, ground golf) in the country, we discover niche markets where park golf can provide differentiated value.

★**Policy and Institutional Analysis**: Countries with favorable policy environments for the spread of park golf are selected by analyzing each country's sports-related laws, parks and green space creation policies, lifestyle sports promotion policies, and foreign investment-related regulations.

**13.3.3 Deepening your localization strategy**

★**Localize rules and terminology**: Maintain international standard rules, but translate terminology into local languages to make it easier for locals to understand and accept, and add culturally contextual explanations as needed.

For example, you can use similar local sports terms instead of specific Korean terms.

★**Localization of equipment and supplies**: Considering the physical characteristics (body shape, strength, etc.) and preferences of the locals, fine-tune the design, weight, and materials of the equipment. In addition, the company develops locally tailored products, such as using materials that are resistant to local climatic conditions or reflecting local cultural symbols in the design. It responds to market demand by providing products in various price ranges, from low-cost entry-level equipment to high-performance premium equipment.

★**Localization of course design and construction**: Courses are designed and constructed taking into account local topography, climate, soil characteristics, and cultural preferences. For example, in water-stressed countries, choose grass varieties that use less water or use landscape plants that are suitable for dry climates. In addition, reflecting local park culture and leisure activity patterns, relaxation areas, amenities, and elements that can be linked to other leisure activities are added around the course.

★**Localization of educational programs**: Develop educational content suitable for local languages and cultures, and train local leaders to run educational programs. It maximizes the educational effect by reflecting the learning methods of local people and their preferred media forms (e.g., videos, webtoons, face-to-face education).

In particular, it seeks to spread park golf in connection with school sports programs and community centers.

★**Localization of PR and marketing messages**: By analyzing local values, lifestyles, and media consumption patterns, we reframe the core message of Park Golf to fit the local culture. Local celebrities and influencers are used, and local social media platforms and traditional media are actively used to convey the charm of park golf.

It emphasizes the universal values of park golf such as health, happiness, and community in accordance with the local cultural context.

 **13.3.4 Roadmap for Successful Global Expansion**

●**Stage 1**: Market research and targeting (1~2 years): Through in-depth market analysis, 3~5 countries with high potential for the spread of park golf are selected. Initiate initial contacts to establish local partnerships and gain a better understanding of local laws and cultures.

●**Phase 2**: Pilot project and localization (2~3 years): Create a small demonstration course in the selected country and run a park golf experience and education program for locals. It trains local leaders and develops locally-tailored equipment and educational contents. Evaluate the performance of the pilot project and revise and supplement the localization strategy.

●**Phase 3**: Infrastructure expansion and popularization (3~5 years): Based on the success of the pilot project, we will expand the creation of park golf courses and promote the popularization of park golf by conducting large-scale PR and marketing campaigns. We will support the establishment of local park golf associations and hold regular regional and national competitions to strengthen the base of club members.

●**Stage 4**: International Exchange and Industrialization (after 5 years): Spread park golf to neighboring countries and promote international exchange. We will support the localization of park golf-related industries (equipment production, course construction, education services, etc.) and build a self-sustaining growth model. Ultimately, park golf will be positioned as the country's main lifestyle sport.

Through such a systematic roadmap and in-depth localization strategy, Park Golf will be able to respect the characteristics of each country and spread its universal value as a global lifestyle sport. This is a key strategy for the sustainable internationalization of park golf and an important opportunity to strengthen Korea's global leadership

**13.3.5 In-depth Analysis of Success Factors of Park Golf Internationalization**

**●Key Drivers for Sustainable Global Growth**

There are many complex success factors behind Park Golf's spread from Japan to Korea to the rest of the world. An in-depth analysis of these factors provides important insights into the future internationalization strategy of Park Golf.

**13.3.6 The intrinsic appeal of sport itself**

★**Easy access and low barriers to entry**: Park golf is similar to golf, but much easier to learn, less expensive to equipment, and has a liberal dress code. It does not require special motor nerves or physical strength, so anyone can easily get started. This low barrier to entry is one of the biggest factors that allowed park golf to spread rapidly as a lifestyle sport.

★**Health promotion effect**: Walking and swinging can provide aerobic exercise and muscle strengthening effects at the same time. In particular, it provides the elderly with less strain on the joints and provides steady physical activity to contribute to health promotion and disease prevention. Activities in nature also have a positive effect on mental health.

★**Cultivating social interaction and a sense of community**: Park golf is a companion sport that naturally promotes social interaction. Through club activities and friendly matches, you can meet new people, promote intergenerational communication, and foster a sense of community. This provides important social value in an aging society.

★**Eco-friendliness:** Park golf requires a large site, but it can be built and operated in a more eco-friendly way than existing golf courses. By minimizing the use of pesticides and creating courses in a way that preserves the natural topography as much as possible, the impact on the environment can be reduced. This is an important strength in modern society where social awareness of environmental protection is increasing.

★**Fun and fulfillment**: It provides a sense of achievement such as a hole-in-one and strategic elements similar to golf, keeping participants interested and motivated. You can play quickly on a short course, so there is little time to get bored.

**13.3.7 Policy and institutional support**

★**Active investment by the government and local governments**: In Korea, the government and local governments actively invested in and supported the creation and supply of park golf courses, which was a decisive factor in the explosive growth. This is because there was a recognition that park golf contributes greatly to the promotion of public health and revitalization of leisure activities.

★**Systematic operation of associations:** The fact that park golf associations in each country, such as the Korea Park Golf Association (KPGA), have organized themselves and led the unification of rules, leader training, tournament hosting, and public relations activities has enabled the stable growth of park golf.

★**Linkage with lifestyle sports promotion policies**: Park golf was able to attract government support as it was well aligned with each country's lifestyle and sports promotion policies. This is because park golf can contribute to various policy goals such as improving public health, supporting leisure activities for the elderly, and integrating into society.

**13.3.8 Sociocultural Factors**

★**The advent of an aging society**: Both Japan and South Korea are aging rapidly, and the demand for healthy and energetic leisure activities among the elderly has skyrocketed. Park golf was recognized as the best sport to meet this demand.

★**Increasing interest in well-being and health**: As interest in healthy living and well-being increases in modern society, the appeal of park golf that can be enjoyed in nature has become more prominent.

★**Importance of community culture**: Especially in Asian cultures, there is a strong tendency to value community activities and social interactions. Park golf contributes to strengthening this community culture and promoting communication between generations.

★**Media and public interest**: As the popularity of park golf has increased, the media and media interest has increased, which in turn has created a virtuous cycle that raises public awareness of park golf.

**13.3.9 Technological and industrial developments**

★**Advancements in equipment**: Technological advancements in park golf equipment have contributed to increasing the fun and efficiency of play.

★**Development of course construction technology**: The development of technology that can efficiently create courses with various levels of difficulty while being eco-friendly has contributed to the expansion of park golf infrastructure.

★**Integrating digital technology**: The integration of digital technologies such as mobile apps and smart course systems plays an important role in building the modern image of park golf and promoting the influx of young generations. These success factors show that park golf has the potential to grow into a global lifestyle sport beyond a specific region. Based on these success factors, Park Golf's internationalization strategy can be promoted more effectively through a customized approach that considers the characteristics of each country.

**14.1 Environmental impact and sustainable development**

The internationalization of park golf has an important potential to contribute to environmental protection and sustainable development beyond the spread of the sport. Maximizing the characteristics of park golf as an eco-friendly sport and participating in solving global environmental problems through it will contribute to enhancing the social value of park golf and passing on a healthy environment to future generations.

**14.1.1 Expansion of eco-friendly course creation and management**

Park golf has the advantage of being able to create and manage courses in an eco-friendly way compared to conventional golf. In the process of internationalization, it is very important to spread this eco-friendly model around the world.

★**Application of the principle of low-impact development (LID):** When constructing a park golf course, the principle of low-impact development (LID), which preserves the natural topography as much as possible and minimizes soil loss and water pollution, should be presented as an international standard. This protects the existing ecosystem and enables efficient use of natural resources.

★**Minimizing the use of chemicals**: The use of pesticides and fertilizers should be minimized, and management practices that actively adopt organic fertilizers or natural pest control methods should be promoted internationally. This prevents soil and water pollution and contributes to the protection of biodiversity.

★**Introduction of water conservation systems**: Drought-resistant grass varieties should be developed and distributed to manage water-intensive lawns, and rainwater storage and recycling systems and efficient irrigation systems should be presented as international standards. This will be an important effort to help solve the global water shortage problem.

★**Energy-efficient facilities**: The use of renewable energy such as solar power generation and the introduction of energy-efficient facilities should be internationally encouraged in the management facilities and amenities on the course. This reduces carbon emissions and contributes to climate change response.

★**Biodiversity conservation**: Efforts to conserve biodiversity should be expanded internationally, such as creating wildflower complexes around the trails and protecting bird and insect habitats. This allows park golf courses to function as an important part of the local ecosystem, beyond just a sports space.

**14.1.2 Environmental education and awareness opportunities**

Park golf courses can be used as a place for environmental education, and awareness of environmental protection can be promoted through park golf. In the process of internationalization, these educational functions should be strengthened.

★**Linking Park Golf with Environmental Education Programs**: Include environmental education elements in the Park Golf experience program so that participants can realize the importance of nature and environmental protection. For example, information about plants and wildlife in the course can be provided, garbage separation and recycling education can be provided.

★**Holding environmental campaigns and events**: When holding park golf tournaments, environmental protection campaigns or events are held together to raise public environmental awareness. For example, you can set goals such as 'waste-free competition' and 'carbon neutral competition' and encourage participants to take eco-friendly actions.

★**Promote sustainable lifestyles**: Park Golf promotes a healthy and eco-friendly lifestyle and suggests ways to practice environmental protection in daily life. This reinforces the positive image of park golf and raises its status as a sport that fulfills its social responsibilities.

**14.1.3 Contribution to the Sustainable Development Goals (SDGs)**

The internationalization of park golf can also contribute to the achievement of the United Nations (UN) Sustainable Development Goals (SDGs).

In particular, it can be linked to the following goals:

★**SDG1 : Health and well-being**: Park golf contributes to ensuring a healthy life and promoting well-being at all ages through physical activity.

★**SDG2 : Quality education**: Ensure inclusive and equitable quality education and promote lifelong learning opportunities through park golf education programs.

★**SDG3 : Sustainable cities and residences**: Eco-friendly parks The creation of golf courses contributes to the creation of inclusive, safe, resilient and sustainable cities and residences.

★**SDG4 : Climate change response**: Environmentally friendly course management and energy-efficient facilities contribute to the fight against climate change and its impacts.

★**SDG5 : Conservation of terrestrial ecosystems**: Efforts to create nature-friendly courses and conserve biodiversity contribute to the protection, restoration and promotion of sustainable use of terrestrial ecosystems.

The internationalization of park golf can be an important means of contributing to environmental protection and sustainable development, beyond just the spread of sports. By maximizing eco-friendly characteristics and linking them with solving global environmental problems, park golf will become a more valuable sport for future generations.

**15.1 Cultural Differences and Lack of Localization Strategy Deep Dive**

**●Strategic Approach to Global Cultural Adaptation**

In the process of internationalization of park golf, cultural differences and lack of localization strategies act as fundamental constraints that prevent the intrinsic value and enjoyment of sports from being effectively conveyed to local culture, beyond simple language barriers.

Understanding each country's unique socio-cultural background and establishing a localization strategy that suits it is an essential task for Park Kgolf to establish itself as a truly global lifestyle sport.

**15.1.1 Impact of Cultural Differences on the Internationalization of Park Golf**

★**Differences in sports perceptions and values**: Different cultures have different perceptions and values about sports. For example, some cultures view sports as only for competition and victory, while others see them as a means of promoting health, leisure activities, and social interaction. We need to analyze in depth how the values of 'fun rather than competition' and 'participation than victory' of park golf will be received in the local culture.

★**Differences in leisure activities and community cultures:** Preferences for leisure time and community activities also vary from culture to culture. Since park golf is mainly an activity that takes place in parks or outdoors, and since it is a sport that is enjoyed with a companion, it is necessary to consider how much it fits the leisure activity patterns and community culture of the locals. For example, in cultures with strong individualistic tendencies, individual sports may be preferred over team sports.

★**Differences in physical activity and health perceptions:** The way we take care of our health and attitudes toward physical activity are also culturally influenced. It is necessary to understand how the local people will perceive and accept the health benefits provided by park golf, and a message strategy to effectively convey them.

★**Aesthetic sense and design preference**: Aesthetic sense and preference for visual elements such as park golf equipment, course design, and promotional materials also vary from culture to culture. It is important to identify and apply design elements that are attractive to locals.

★**Communication style and relationship building**: The difference between cultures that prefer direct communication and indirect communication, and the way of forming relationships, can affect cooperation and communication with local people in the process of spreading park golf.

**15.1.2 Deepening your localization strategy**

**●Successful settlement through cultural adaptation**

The in-depth localization strategy for Park Golf to successfully settle down by respecting and adapting to the cultural characteristics of each country is as follows.

★**In-depth research through a cultural anthropological approach**: Beyond just statistics, the history, values, lifestyle, and perception of sports in the culture should be studied in depth from a cultural anthropological perspective. Gain practical cultural insights through interviews with local experts, cultural commentators, and local community members.

★**Convergence with local cultural contents:** Park golf is fused with local cultural content (e.g., traditional games, local festivals, popular music, art) to make it more familiar and attractive to locals. For example, you can consider demonstrating park golf while wearing traditional local costumes, or running a park golf experience booth at a local festival.

★**Local-centered dissemination and operation**: Local people should be the main body of the distribution and operation of park golf and give them autonomy. By training local leaders, referees, and course managers, park golf can take root in the local society. This is important to ensure that park golf is not seen as a sport transplanted from the outside, but as part of the local community.

★**Develop multilingual and multicultural promotional materials**: Translate the rules, benefits, and history of park golf into local languages, and develop promotional materials with images and messages that can be relatable to people from diverse cultural backgrounds. Translation goes beyond simple literal translation, and requires paraphrasing that takes into account the local cultural context.

★**Strengthening cooperation with local communities**: Strengthen cooperation with local community organizations, schools, and senior welfare centers to spread park golf. It develops customized programs that reflect the needs and demands of the local community, and emphasizes that park golf is a sport that contributes to the promotion of the health and vitality of the local community.

★**Consider religious and social taboos:** In certain cultures, there may be religious and social taboos about sports activities, certain clothing, and behaviors. It is necessary to identify these taboos in advance and establish a strategy for the spread of park golf in a way that respects them.

★**Successful localization case studies and benchmarking**: Study how other sports such as taekwondo, yoga, and soccer have been successfully internationalized and localized, and gain lessons that can be applied to park golf. In particular, success stories from countries with similar cultural backgrounds can be an important reference.

Through such an in-depth localization strategy, park golf will be able to grow into a lifestyle sport loved by people all over the world by respecting the cultural diversity of each country and exuding its charm as a universal sport. This is a key element for the sustainable internationalization of park golf and an important process that contributes to promoting cross-cultural understanding and exchange.

**16.1 In-depth impact analysis of specialist manpower and infrastructure shortages**

**●Competency Enhancement Strategies for Global Growth**

The internationalization of park golf means not only increasing the number of courses and securing club members, but also building professional manpower and systematic infrastructure globally that can guarantee the qualitative growth of the sport. However, Park Golf currently lacks such professional manpower and infrastructure, which greatly restricts internationalization.

We need to explore the deep impact of these problems and capacity-building strategies to overcome them.

**16.1.1 The profound impact of the shortage of skilled workers**

★**Poor quality of education and dissemination**: If there is a shortage of professional personnel such as park golf instructors, coaches, and referees, the quality of park golf education will deteriorate, and it will be difficult to attract new clubs and improve the skills of existing ones. This reduces the attractiveness of park golf and hinders its long-term growth.

★**Limitations of international tournament management**: In order to successfully run an international tournament, professional referees, match management personnel, interpreters, and other personnel are required. This shortage of manpower can reduce the quality of international competitions and undermine international credibility.

★**Sluggish research and development**: Park Golf's scientific research, equipment development, and course design technology advancement require the availability of professional researchers. The lack of manpower stifles these research activities and slows down the innovation and development of park golf.

★**Difficulties in international cooperation and diplomacy**: In order to promote cooperation with international sports organizations and park golf exchange and dissemination projects with overseas countries, professional personnel with sports diplomacy capabilities are needed. This shortage of manpower makes it difficult to build and expand international partnerships.

**16.1.2 The profound impact of infrastructure shortages**

★**Limitations of accessibility and popularization**: The lack of park golf courses limits the opportunities for potential clubs to experience park golf, which leads to the limitation of popularization. In particular, the lack of courses in urban areas or densely populated areas is a more serious problem.

★**Constraints on performance**: Lack of high-quality training facilities, courses of varying difficulty, and a systematic training system limit athletes' ability to improve. This can lead to a weakening of competitiveness in international competitions.

★**Safety issues and poor satisfaction**: Poorly maintained or substandard courses increase the risk of injury and reduce the satisfaction of club members. This can spread negative perceptions about park golf.

★**Hindrance to industrial development**: Park golf-related industries such as course construction, equipment production, and maintenance are closely related to infrastructure expansion. The lack of infrastructure hinders the growth of related industries and makes it difficult to create new business models.

**16.1.3 In-depth strategy to build capabilities for global growth**

★**Establishment of a systematic professional training system**: Programs that systematically train professionals in each field, such as park golf instructors, referees, course management experts, and sports administrators, should be standardized and spread internationally.

★**Establishment of International Education Academy**: The World Park Golf Federation (WPGF) led the establishment of the International Park Golf Education Academy to provide a unified curriculum and high-quality education to trainees dispatched from various countries.

★**Nurturing local leaders**: In countries where park golf is to be popularized, we run instructor training programs for local people and support them to become the main body for disseminating and spreading park golf in their own countries.

★**Professional Reinforcement and Retraining**: Regular refresher training programs for existing professionals are operated to help them acquire the latest knowledge and skills, and their expertise is continuously strengthened.

★**Training sports diplomacy experts**: Enhance the international status of park golf by training sports diplomacy experts for cooperation with international sports organizations and exchanges with overseas countries.

★**Global Park Golf Infrastructure Expansion Strategy**: A strategic approach is needed to expand park golf courses and related facilities globally.

★**Development and dissemination of international standard course models**: Develop international standard park golf course models that meet various environments and budget conditions, and disseminate them to each country. We will share eco-friendly and sustainable course construction technologies.

★**Utilization of idle space and creation of multi-purpose courses**: Various spaces such as existing parks, idle sites, and school playgrounds are used to create a park golf course. Develop a multi-purpose course that can be combined with other sports and leisure activities to increase the efficiency of space utilization.

★**International cooperation and investment:** Collaborate with international development organizations, foreign aid programs, and private companies to attract the funding needed to build parkgolf infrastructure in developing countries. It emphasizes that the creation of a park golf course can contribute to the development of local communities and economic revitalization to induce investment.

★**Introduction of smart course system**: The introduction of a smart course system using IoT sensors and AI-based analysis systems to increase the efficiency of course management and provide users with a more convenient and enjoyable experience. This also contributes to the improvement of the quality of infrastructure.

R&D and technological innovation investment: We will expand R&D investment in park golf equipment, course management technology, and training methods to promote the qualitative growth of park golf. Through cooperation with sports science research institutes and universities, it leads park golf-related technological innovation.

Through this capacity-building strategy, Park Golf will overcome the constraints of lack of professional manpower and infrastructure, and lay the foundation for qualitative and quantitative growth worldwide. This is an essential process for park golf to establish itself as a true global life sport.

**17.1 In-depth approach to professional training and training program development**

**●Strengthening the human resources of Global Park Golf**

The internationalization of park golf means not only increasing the number of courses and securing club members, but also building professional manpower and systematic infrastructure globally that can guarantee the qualitative growth of the sport. However, Park Golf currently lacks such professional manpower and infrastructure, which greatly constrains internationalization.

We need to explore the deep impact of these problems and capacity-building strategies to overcome them.

**17.1.1 Advancement of Professional Manpower Training System**

★Establishment and operation of the International Park Golf Academy: The 'Global Park Golf Academy' should be established under the leadership of the World Park Golf Federation (WPGF) to serve as a hub for systematically nurturing professionals in each field, such as park golf instructors, referees, course management experts, and sports administrators.

This academy should have the following characteristics:

★**Integrated Curriculum**: It provides an integrated and in-depth curriculum covering the history, rules, technology, course design, psychology, sports marketing, and international sports diplomacy of park golf.

★**Multilingual training:** We provide training in major languages such as English, Japanese, and Korean, and allow trainees from various countries to participate by providing interpretation support as needed.

★**Practice-oriented education**: Along with theoretical education, programs are operated to strengthen practical competencies such as practical training on actual park golf courses, participation in international tournament operations, and simulation training.

★**Online education platform**: Develop high-quality online education content and build a distance learning system to overcome geographical constraints and allow more people to participate in education. This is especially effective in training human resources in developing countries.

★**Nurturing local leaders and supporting their self-reliance:** Countries that want to spread park golf should run a leader training program for local people and support them to become the main actors in disseminating and spreading park golf in their own countries. Beyond simply providing education, the center supports mentoring, financial support, and community building to help them continue their activities.

★**Professional Enhancement and Retraining Program**: Regular refresher training programs for existing professionals are operated to help them acquire the latest knowledge and skills and adapt to the changing park golf environment. Through international conferences, workshops, and seminars, information exchange and networking among experts are activated.

★**Training experts in sports diplomacy and international cooperation**: To train professionals with sports diplomacy capabilities to promote cooperation with international sports organizations and park golf exchange and dissemination projects with overseas countries. It provides education to strengthen practical diplomatic capabilities such as international sports event planning, negotiation, and cultural understanding.

**17.1.2 Innovation and Diffusion of Educational Programs**

★**Develop customized educational content for each level**: From basic education for beginners to in-depth training for elite athletes and professional leaders, we develop customized educational content for learners of various levels and goals. It also includes programs that consider the characteristics of each age and physical ability.

★**Maximize the use of digital educational content**: Actively use digital technologies such as virtual park golf experiences using VR/AR technology, AI-based swing analysis systems, and personalized lessons through mobile apps to increase the effectiveness and interest of education. This can especially promote the influx of park golf from the younger generation.

★**Linking school physical education and social education programs**: In conjunction with the education systems of each country, park golf will be introduced during school physical education hours, and park golf will be provided as an after-school activity or weekend sports club program. In addition, in cooperation with local social welfare centers and senior citizens, park golf education programs are operated to enhance the social value of park golf.

★**International exchange programs and internships**: Park golf professionals from each country visit each other's countries to exchange experiences and conduct internships in international competitions and park golf-related organizations. This broadens international horizons and contributes to building a global network.

Increasing investment in research and development: Strengthen the scientific foundation of the educational program by increasing investment in research and development in the teaching methodology, training science, and sports psychology of Park Golf. Through cooperation with universities and research institutes, we will revitalize academic research related to park golf.

Through such an in-depth professional training and education program development strategy, Park Golf will be able to achieve not only quantitative growth but also qualitative growth at the same time. Well-trained professionals will be the key driving force for the dissemination, diffusion, and development of park golf, which is an essential process for park golf to establish itself as a truly global lifestyle sport.

**18.1 In-depth approach to eco-friendly park golf course creation and community cooperation**

**●Sports model for a sustainable future**

In order for park golf to grow into a truly global lifestyle sport, it is essential to realize sustainable values such as environmental protection and coexistence with local communities, beyond simply spreading sports. The creation of eco-friendly park golf courses and close cooperation with local communities will be an important pillar that strengthens the social responsibility of park golf and presents a more valuable sports model for future generations.

**18.1.1 Deepening Strategies for Eco-friendly Park Golf Course Creation**

★**Ecosystem conservation and restoration-oriented design**: From the design stage of the park golf course, the ecosystem of the area should be carefully investigated and designed in a way that preserves the existing biodiversity as much as possible. Include plans to restore damaged ecosystems if necessary, and avoid encroachment on habitats of endangered or protected species. For example, it is possible to design a course that considers the migration routes of amphibians such as birds of prey and toads, or to adjust the timing of construction considering the breeding season of native birds.

★**Actively introduce low-impact development (LID) technology**: Actively introduce permeable pavements, rainwater gardens, and vegetated waterways that minimize rainwater runoff and induce groundwater recharge on the course. This contributes to the reduction of non-point pollution sources and the mitigation of the urban heat island effect, contributing to the improvement of the urban environment.

★**Establish a sustainable resource management system**: Establish a system that minimizes the use of resources such as water, energy, and waste, and maximizes recycling. For example, the water needed to manage the course is made from rainwater or grey water, and the electricity needed is generated by installing solar panels. Mowed grass and fallen leaves generated on the course are recycled as compost to promote resource circulation.

★**Introduction of eco-friendly maintenance technology**: The use of chemical fertilizers and pesticides will be completely banned or minimized, and eco-friendly maintenance technologies such as organic fertilizers, natural pest control, and biological control will be introduced. When choosing grass varieties, choose varieties that are suitable for the climate and soil of the area and are resistant to diseases and pests to reduce the burden of management.

★**Promotion of carbon neutral course certification**: Park golf courses strive to achieve carbon neutrality by minimizing carbon emissions and maximizing the carbon absorption function of turf. By acquiring an international eco-friendly sports facility certification system (e.g., GEO Certified), we will publicize the eco-friendliness of park golf courses externally and spread best practices.

**18.1.2 Deepening Strategies for Community Cooperation and Win-Win Model Establishment**

★**Creation and operation of a course with the participation of local residents**: The opinions of local residents are actively reflected in the process of creating and operating the park golf course, and opportunities for residents to participate directly are provided. For example, course design contests, volunteer recruitment, and resident information sessions are held to increase residents' sense of ownership. Representatives of local residents will be included in the park golf course management committee to ensure transparency in the decision-making process.

★**Contribution to revitalizing the local economy**: In the process of creating and operating a park golf course, it contributes to revitalizing the local economy by prioritizing local manpower, purchasing materials from local stores, and providing food and beverage services using local agricultural products. When holding a park golf tournament, it is linked to local tourism products to maximize the economic ripple effect by attracting visitors.

★**Use as a multi-purpose space:** The park golf course is used as a multi-purpose community space for local residents, not just a sports space. For example, in addition to the park golf course, walking trails, rest areas, small performance halls, and children's playgrounds will be created so that residents of various ages can use them. Local festivals, cultural events, and educational programs will be held at the park golf course to expand opportunities for residents to enjoy culture.

★**Development of programs to include the socially disadvantaged**: We provide customized programs and facilities so that the socially disadvantaged, such as the disabled, low-income families, and multicultural families, can easily access and enjoy park golf. For example, wheelchair-accessible course design, individual guidance from professional instructors, and equipment rental services are provided to increase the social inclusion of park golf.

★**Linking community education and health promotion programs**: Using park golf courses, we operate health promotion programs (e.g., park golf classes, health lectures) for local residents, and provide various educational programs such as environmental education and sports ethics education. Maximize the effectiveness of the program through cooperation with local health centers, schools, and welfare centers.

★**Conflict management and communication channel establishment**: Prevent conflicts with local residents (noise, traffic, environmental problems, etc.) that may occur in the process of creating and operating park golf courses, and establish a communication channel that can be resolved transparently and quickly when they occur. Regular resident meetings and online communication channels are operated to listen to and reflect the opinions of residents.

Through such in-depth eco-friendly creation and community cooperation strategies, park golf will be able to establish itself as an exemplary sports model for a sustainable future where the environment and people coexist. This will increase the social value of park golf and have a positive impact on its global spread.

**19.1 An In-depth Approach to Popularizing Park Golf through Digital Innovation**

**●Opening the Future of Smart Sports**

The 21st century is an era in which digital technology is deeply penetrating all industries and areas of life. Park Golf can also actively embrace and utilize digital innovation in line with this trend, breaking away from the existing image, introducing new club members, and accelerating global popularization. Digital innovation will be a key driver for maximizing the accessibility, fun, and efficiency of park golf.

**19.1.1 Smart Park Golf Course and Equipment Development**

★**IoT-based smart course system**: Internet of Things (IoT) sensors are installed on the park golf course to monitor course conditions (turf conditions, soil humidity, temperature, etc.) in real time, enabling efficient course management and maintenance. In addition, a sensor can be installed around the hole cup to automatically detect a hole-in-one and introduce a system that records the score in real time.

This increases the transparency of game management and provides convenience to users.

★**Smart Park Golf Equipment**: Park Golf develops smart equipment that embeds sensors in clubs or balls to analyze and provide feedback on swing speed, hitting accuracy, distance, and ball trajectory in real time. This helps beginners learn and contributes to the improvement of skilled people. It can be linked to a smartwatch or mobile app to record and manage an individual's exercise and calorie consumption.

★**VR/AR-based simulation system**: Develop a simulation system that allows you to virtually experience a real park golf course or practice on various courses using virtual reality (VR) or augmented reality (AR) technology. This allows you to enjoy park golf without weather or time restrictions, and provides an opportunity for beginners to experience park golf without burden. It also allows you to virtually experience internationally famous courses or play with other users online.

**19.1.2 Digital Platform Establishment and Content Enhancement**

★**Global Park Golf Integrated Platform**: We will build a global integrated online platform where park golf clubs around the world can communicate, share information, and reserve and participate in matches. The platform should include the following features:

★**Course Information and Reservation System**: It provides detailed information (location, facilities, fees, photos, reviews, etc.) about park golf courses around the world, and allows users to conveniently use the course through the online reservation system.

★**Community and social features**: Promote active communication and exchanges among users through club activities, friendly match matching, information sharing bulletin boards, and social media linkage.

★**Personal Record and Ranking System**: Automatically store users' match records and provide individual statistics and rankings to stimulate competitive spirit and increase motivation.

★**Educational content and lessons**: It provides a variety of educational content such as online lesson videos, rule guides, and expert columns to help users improve their skills.

★**Online store:** It operates an online store where you can purchase park golf equipment, clothing, and souvenirs to increase user convenience and generate revenue.

★**Production and dissemination of various digital contents**: We will produce various forms of digital content that can effectively convey the charm of park golf and spread it through global social media platforms such as YouTube, TikTok, and Instagram.

★**Short-form video**: Create short video content that contains fun moments, cool shots, and humorous situations in park golf to attract the interest of the younger generation.

★**Webtoons and animations**: We produce webtoons or animations based on park golf to introduce park golf in a friendly and fun way.

★**Influencer marketing**: Cooperate with celebrities or sports influencers who enjoy park golf to promote the charm of park golf and induce the influx of new club members.

★**E-sports linkage:** Park golf simulation games and online competitions are held to introduce park golf to e-sports fans and provide a new form of fun.

**19.1.3 Data-based Park Golf Development Strategy**

★**Providing customized services through big data analysis:** By collecting and analyzing various data such as play data, course usage patterns, and equipment preferences of park golf users, it provides advanced services such as personalized lessons, course recommendations, and equipment recommendations. This increases user satisfaction and strengthens loyalty to Park Golf.

★**AI-based course design and management**: Artificial intelligence (AI) technology is used to design optimal park golf courses and increase the efficiency of course management. AI can suggest the optimal course layout by considering various factors such as terrain, climate, soil, and user preferences, and automatically control lawn care and irrigation systems.

★**Establish future strategies through predictive analysis**: Using big data and AI, we use big data and AI to change trends in the park golf market, predict the number of club members, and predict equipment demand, and based on this, establish future development strategies for park golf. This helps policymakers, companies, and associations make more effective decisions.

Digital innovation is an essential element for park golf to evolve beyond the image of traditional lifestyle sports into a modern and smart sport. Through such an in-depth digital innovation strategy, park golf will be able to establish itself as a global sport loved by a wider range of age groups and classes around the world.

**20.1 An in-depth approach to sports diplomacy and cultural exchange linkage strategies**

**●Strengthening global software power through park golf**

Sports are a powerful tool for breaking down barriers between countries, exchanging cultures, and promoting mutual understanding. The internationalization of park golf can be used as an important means of sports diplomacy to strengthen Korea's soft power and positively influence the international community, beyond simply spreading the sport. The strategy of linking sports diplomacy and cultural exchange through park golf can maximize its effectiveness through the following in-depth approaches.

**20.1.1 Strengthening Public Diplomacy through Park Golf**

★**Linked with sports development assistance (ODA) projects**: Park golf is a sport that can be easily enjoyed at a low cost, so it is a very suitable sport to spread to developing countries. The Korean government can actively promote sports development assistance (ODA) projects using park golf to contribute to the revitalization of life and sports in developing countries and the promotion of public health. This plays an important role in raising Korea's international status and building friendly relations.

For example, it can include support for the construction of park golf courses, free equipment, and operation of local leader training programs.

★**Strengthening cooperation with international sports organizations**: By strengthening cooperation with major international sports organizations such as the International Olympic Committee (IOC) and the International Federation of Sports and Lifestyle Sports (TAFISA), Park Golf will raise its international status and lay the foundation for its adoption as an official Olympic sport. We actively participate in international sports conferences and forums to promote the value of park golf and build a network with major figures in the international sports world.

★**Global Campaign and PR Activities**: Park Golf's global campaign containing its values such as 'sports for all', 'eco-friendly sports', and 'sports that integrate generations' has gained the sympathy of people around the world. In connection with the United Nations (UN) Sustainable Development Goals (SDGs), promotional activities are carried out to emphasize the social contribution of park golf.

★**Utilization of overseas embassies and Korean communities**: Overseas embassies and local Korean communities in each country will be used as bases for the spread of park golf. Overseas embassies serve as channels for cooperation with local governments and sports organizations, and the Korean community can contribute to introducing and spreading park golf to local people through park golf club activities.

**20.1.2 Promotion of cultural exchange and mutual understanding**

★**Development of cultural experience programs through park golf**: When holding international park golf tournaments or exchange events, programs are operated together that allow participants to experience the culture of the country. For example, they provide a place for cultural exchange through sports by experiencing traditional food, visiting cultural sites, and watching traditional performances. This will provide participants with an unforgettable experience and will give them a positive perception of the country.

★**Sports-Culture Convergence Content Development**: Develop content that fuses park golf with cultural elements of each country to enrich the appeal of park golf.

For example, you can design park golf equipment using traditional Korean patterns, park golf challenges linked to K-pop, and park golf promotional videos with local traditional music in the background.

★**International Youth Park Golf Exchange Program**: The International Park Golf Exchange Program for young people is operated to promote friendship and mutual understanding among future generations. This can contribute to cultivating global citizenship through sports and serve as a foundation for nurturing global leaders of park golf in the long term.

★**Programs for multicultural families and migrants**: We introduce park golf to multicultural families and immigrants at home and abroad, and operate programs to help them settle down and communicate in the local community. Through park golf, cultural barriers are broken down and social integration is promoted.

★Promoting peace through park golf: Promote park golf exchanges between countries with conflict zones or conflicts to contribute to the promotion of peace through sports. By utilizing the non-competitive and cooperative nature of Park Golf, we build mutual trust and deliver a message of reconciliation.

**20.1.3 Strengthening Sports Diplomacy Capacity and Network Building**

★**Training of sports diplomacy professionals**: Park golf-related organizations and government agencies should systematically train sports diplomacy professionals. It operates educational programs that strengthen the competencies necessary for sports diplomacy, such as international sports administration, international law, negotiation skills, and multicultural understanding.

★**Establish and strengthen international networks**: Establish and strengthen networks with international park golf organizations, national park golf associations, international sports organizations, diplomatic missions abroad, and related academic and research institutions. Through regular exchanges and cooperation, we will expand the international influence of park golf.

★**Active participation in international sports events**: Participate in major international sports events such as the Olympics and Asian Games as a demonstration event of park golf, or operate promotional booths to promote the charm of park golf to the world. This is an opportunity to raise the international profile of Park Golf and discover potential partnerships.

The strategy of linking sports diplomacy and cultural exchange through park golf will not only accelerate the internationalization of park golf, but also play an important role in strengthening Korea's global soft power and positively influencing the international community. This is an essential process for park golf to become a global public good that contributes to the peace and prosperity of mankind beyond just a sport.

 **21.1 Deepening the Social and Cultural Impact of Park Golf**

**●Community revitalization and communication between generations**

Park golf is more than just a physical activity, it is a sport that performs important social and cultural functions in modern society. In particular, the role of park golf as a place for community revitalization and communication between generations in an aging society is becoming more important.

By analyzing these social and cultural impacts in depth, we can understand the potential of park golf and effectively utilize it in our internationalization strategy.

**21.1.1 Key Drivers of Community Revitalization**

★**Strengthening community bonds**: Park golf courses become important spaces for local residents to gather, exercise, and interact together. Regular park golf activities contribute to strengthening the bond between neighbors and increasing the sense of belonging to the community. This is an essential element for forming a healthy community in modern society that is prone to isolation.

★**Activation of volunteer work and talent donation**: Park golf club members voluntarily participate in various volunteer activities such as course management, tournament operation support, and beginner guidance. This has a positive effect of raising awareness of contribution to the local community and spreading the value of sports through talent donation.

★**Accumulation of social capital**: The trust, norms, and networks formed through park golf contribute to the accumulation of social capital. This social capital plays an important role in enhancing the problem-solving ability and cooperative relationships of local communities, and ultimately improving the health of society as a whole.

★**Linking with local festivals and events**: By holding park golf tournaments in conjunction with local festivals or events, it can contribute to revitalizing the local economy and use it as an opportunity to promote the cultural charm of the region externally. This shows the potential for park golf to go beyond a simple sport and establish itself as a cultural icon in the region.

 **21.1.2 Bridging Intergenerational Communication and Integration**

★**Breaking down generational barriers**: Park golf is a sport that anyone can enjoy together, regardless of age, gender, or physical ability. Grandfathers and grandchildren, parents and children can naturally talk and communicate while playing park golf together, and form understanding and empathy between generations.

This serves as an important bridge of integration in today's society, where generational conflicts are intensifying.

★**Promotion of social participation of the elderly:** Park golf provides vibrant leisure activities for the elderly and expands opportunities for social participation. By continuing social activities after retirement, they contribute to relieving feelings of isolation and increasing life satisfaction. This supports a healthy old life for the elderly and reduces social costs.

★**Engaging the younger generation:** Park golf's eco-friendliness, health-promoting effects, and potential integration with digital technology can attract the interest of the younger generation. By participating in park golf, the younger generation can have natural exchanges with the elderly and get an opportunity to understand each other's cultures.

★**Inclusion of multicultural families and the socially disadvantaged**: Park golf is a sport that can be enjoyed together across language and cultural barriers, and it can help multicultural families or immigrants settle down and communicate in the community. In addition, customized programs for the disabled or underprivileged can be developed to increase the social inclusion of park golf.

**21.1.3 Spreading Cultural Values and Tools of Sports Diplomacy**

★**Spread of Korea's lifestyle and sports culture**: Park golf is a lifestyle sport that has grown significantly in Korea, and it can contribute to promoting Korea's healthy and vibrant lifestyle and sports culture to the world through internationalization. This plays an important role in enhancing Korea's national brand value and building a positive image.

★**Soft Power of Sports Diplomacy**: Park golf can be an important tool for sports diplomacy that promotes cultural exchange and mutual understanding between countries. International exchange through park golf promotes friendly relations between countries based on pure sportsmanship, which transcends political and economic interests.

★**Cultivating global citizenship:** People who participate in international park golf competitions or exchange programs can cultivate global citizenship by communicating and collaborating with people from diverse cultural backgrounds. This reduces prejudice and contributes to creating a peaceful world based on mutual respect and understanding.

The social and cultural impact of park golf shows that park golf can play an important role in solving various problems in modern society and improving the quality of life of mankind, beyond just a sport. It is important to make the most of this potential and grow park golf into a truly global lifestyle sport.

**Chapter 1 Introductory Deepening**

**The Demands of the Times and the Necessity of Research on the Globalization of Park Golf**

**1.1 Deepening the background and necessity of the study**

The 21st century requires a fundamental reconsideration of human ways of life and leisure activities amid the enormous social changes of aging, urbanization, and the development of digital technology.

In the midst of these changes, park golf is attracting attention around the world by providing multi-layered values such as health promotion, social exchange, and environmental protection, beyond a simple sport. In particular, in Korea, it has achieved explosive growth over the past few decades and has become an important pillar of national life and sports. However, despite these domestic successes, there are many issues that need to be resolved in order for park golf to take a leap forward as a truly global sport.

Based on the needs of the times and the potential of park golf, this study aims to explore the globalization of park golf in depth and present practical policy proposals.

**1.1.1 The advent of an aging society and the increasing importance of physical education**

Worldwide, aging is becoming an unstoppable megatrend. According to a report by the United Nations (UN), one in six people in the world will be over the age of 65 by 2050, which will have a huge impact on society as a whole. The increase in the elderly population causes various socioeconomic problems such as increased medical expenses and decreased productivity, but at the same time, it creates a new demand for a healthy and vibrant old age.

In this context, physical education is emerging as a key means of maintaining the physical and mental health of the elderly, preventing social isolation, and improving the quality of life. Park golf is in the spotlight as a lifestyle sport optimized for the elderly due to its characteristics of low physical burden, easy accessibility, and ease of social interaction.

Therefore, the globalization of park golf has an important meaning that can contribute to the healthy and sustainable development of aging societies around the world, beyond simply spreading sports.

**1.1.2 Urbanization and the need for nature-friendly leisure activities**

More than half of the world's population lives in cities, and urbanization is expected to accelerate further. Living in the city provides convenience, but at the same time, it causes problems such as disconnection from nature, increased stress, and lack of physical activity. In such an environment, urban citizens are feeling a thirst for eco-friendly and healthy leisure activities that can be enjoyed in nature. Park Golf meets this demand of urban citizens in that it is designed to enjoy sports in nature by using green spaces in the city called parks. Park golf courses serve as the lungs of the city and provide citizens with a place to rest and recharge. Therefore, the globalization of park golf can be an important way to improve the quality of life of urban residents and contribute to the creation of a sustainable urban environment.

**1.1.3 Sports Paradigm Shift and the Potential of Park Golf in the Digital Age**

The development of digital technology is revolutionizing the way sports are produced, consumed, and participated. Technologies such as artificial intelligence (AI), the Internet of Things (IoT), virtual reality (VR), and augmented reality (AR) are opening up new possibilities for sports training, match analytics, fan experience, and the sports industry as a whole.

By actively embracing and integrating these digital technologies, Park Golf has the potential to evolve into a smart and modern sport beyond the image of traditional life sports. Smart course systems, AI-based swing analysis, and VR simulations will play an important role in increasing the accessibility of park golf, promoting the influx of young generations, and accelerating its global popularization. Therefore, the globalization of park golf in the digital age presents a new paradigm for sports and provides an opportunity to lead the future sports industry.

**1.1.4 The Growth of Korean Park Golf and the Need for International Leadership**

Park golf originated in Japan, but it has grown the most explosively in Korea and has emerged as the center of park golf in the world. Korea has played an important role in the internationalization of park golf by expanding park golf course infrastructure, increasing the number of club members, operating a systematic association, and leading the establishment of the International Park Golf Federation (IPGU). Based on this experience and know-how, Korea has the responsibility and opportunity to demonstrate international leadership for the globalization of park golf. Spreading Korea's successful park golf model to the world, leading international standards, and building global partnerships will be important ways to strengthen Korea's soft power and contribute to the international community.

**1.1.5 Purpose and expected effect of the study**

The purpose of this study is to analyze in depth the current status and constraints of park golf globalization based on this background and necessity, and to present concrete and feasible measures to overcome them. In particular, it will deal in depth with strategies in various aspects such as international standardization, professional training, revitalization of international competitions, overseas market development, eco-friendly creation, digital innovation, policy support, and sports diplomacy.

The results of this study are expected to provide a practical roadmap for the global popularization of park golf and provide useful information to policymakers, associations, companies, and clubs. Ultimately, it will provide an important academic and practical foundation for Park Golf to establish itself as a truly global lifestyle sport that contributes to the health and happiness of people around the world.

**1.2 Deepening of Research Scope and Methods**

This study establishes the following research scope and methods to analyze the globalization of park golf from various angles.

**1.2.1 Scope of study**

★**Temporal Scope**: Analyzes the internationalization process of Park Golf from its inception to the present, and includes future prospects for the next 10 years or more.

★**Spatial Scope**: Focusing on Japan, the birthplace of park golf, and Korea, which has achieved explosive growth, it covers all regions around the world where park golf has spread or has potential, such as Asia, Europe, and North America.

★**Scope**: It includes the concept and characteristics of park golf, domestic and international status, constraints of internationalization, and characteristics of each period, as well as multifaceted globalization strategies and policy proposals such as international standardization, human resource training, tournament revitalization, overseas market development, eco-friendly creation, digital innovation, policy support, and sports diplomacy.

**1.2.2 Research Methods**

This study uses a complex research method that combines literature studies, case studies, and expert interviews (virtual).

★**Literature Research**: Collect and analyze a wide range of domestic and international academic papers, reports, press articles, association data, and statistical data related to park golf. In particular, prior research in related fields such as sports internationalization, lifestyle sports promotion, response to an aging society, and eco-friendly sports will be reviewed in depth to lay the theoretical foundation.

★**Case Study**: Analyze the cases of successfully internationalized lifestyle sports such as taekwondo, badminton, and table tennis to derive implications applicable to the internationalization of park golf. In addition, we will compare and analyze overseas cases where park golf has been successfully spread (e.g., Japan, some countries in Southeast Asia) and failure cases to identify success factors and constraints in detail.

★**Expert Interviews (Virtual):** Virtually interview experts in various fields, including park golf associations, leaders, course designers, sports marketing experts, and sports diplomacy experts, to gain live voices and in-depth insights from the field. Through this, practical information and opinions that are difficult to obtain from literature research are collected.

★**Data analysis**: Collect and analyze quantitative data such as the number of park golf clubs, the number of park golf courses, and the size of related industries to objectively evaluate the growth trend and potential of park golf. Through these research methods, we will conduct a comprehensive and in-depth analysis of the globalization of park golf and derive feasible policy proposals to contribute to the global popularization of park golf.

**2.1.6 Global Expansion of Park Golf and Deepening Characteristics**

**●Beyond Asia to the World**

Park golf started in Japan and achieved explosive growth in Korea, and now it is spreading beyond Asia to the rest of the world. This global spread varies depending on the cultural, social, and economic characteristics of each country, suggesting the importance of localization strategies along with the universal appeal of park golf. By analyzing the global spread of park golf and its characteristics in depth, you can gain insights necessary for establishing future globalization strategies.

**2.1.6.1 Current Status and Characteristics of the Spread in Asia**

●**Japan**: Stable growth as the birthplace: In Japan, the birthplace of park golf, park golf is widely spread throughout the country, especially in Hokkaido, and has maintained a steady popularity among the elderly. Park golf in Japan is developing in various forms, not only as a lifestyle sport, but also as a way to revitalize local communities and connect with the tourism industry. Japan has played a leading role in standardizing the rules and equipment of park golf, which was an important foundation for the early spread of park golf. However, the relatively small influx of young people remains a challenge in the future.

●**South Korea**: Leading explosive growth and internationalization: Korea has been the country with the fastest growth in park golf over the past 20 years. Systematic dissemination activities were carried out centered on the Korea Park Golf Association, and the infrastructure of park golf courses was greatly expanded nationwide.

In particular, Korea has led the establishment of the World Park Golf Federation (WPGF) and is actively leading the internationalization of park golf. Park golf in Korea is actively participating not only in the elderly but also in middle-aged and families, and has established itself as a lifestyle sport enjoyed by various age groups. This can be seen as a result of the successful localization strategy and active promotion activities of Park Golf in Korea.

●**China:** Huge potential market and initial expansion: China is a country with great potential for park golf based on its huge population and fast-growing lifestyle and sports market. Currently, park golf has begun to spread in some regions of China, and the increase in the elderly population and increased interest in health are the main drivers of the spread of park golf. However, the lack of infrastructure, lack of professional manpower, and the lack of uniform rules and association systems are still limiting the spread. In the future, a customized strategy considering the characteristics of the Chinese market is needed.

●**Southeast Asia**: Potential as an emerging market: Interest in park golf is also increasing in Southeast Asian countries such as Thailand, Vietnam, and Malaysia, and park golf courses are being established and clubs are being formed in some regions. These countries have the advantage of being able to enjoy park golf all year round due to their relatively mild climates, and they have a high possibility of linking with the tourism industry.

Efforts are being made to introduce and distribute park golf through exchanges with park golf associations in Korea and Japan.

**2.1.6.2 Spread status and characteristics outside of Asia**

●**Europe**: Potential as a lifestyle sport: Although park golf is not yet widely known in Europe, there is a movement to introduce park golf in recognition of its potential as a lifestyle sport in some countries (e.g., Germany, France, and the United Kingdom). Europe has developed a variety of lifestyle sports activities, and there is a possibility of the spread of park golf because there is a high demand for eco-friendly and healthy leisure activities. However, the existing perception of golf-like sports and the lack of information about park golf are acting as limiting factors for its spread.

●**North America**: Challenge as a new leisure sport: Park golf is still a new sport in the United States and Canada, but it is being introduced in some communities and senior care facilities. North America has a favorable environment for park golf courses due to its abundance of large parks and green spaces, and it has potential in that it has an open attitude towards new leisure sports. However, given that the golf market is very large and diverse, it is important to effectively convey the differentiated charm of park golf.

●**Oceania and other regions**: Interest in park golf is slowly increasing in Oceania regions such as Australia and New Zealand, and some courses are being built. In other continents such as South America and Africa, the spread of park golf is still minimal, but it has enough potential as a lifestyle sport. In particular, in developing countries, park golf, which can be enjoyed at a low cost, can be an alternative that can contribute to improving public health and revitalizing leisure activities.

**2.1.6.3 Main Features and Implications of Global Spread**

★**Spread centered on the elderly**: Around the world, park golf is being recognized as a sport for a healthy and active elderly life with the increase in the elderly population. This provides important implications for clarifying the core target audience of park golf and establishing a customized strategy for them.

★**Emphasis on the role of life sports**: Park golf is expanding as its role as a lifestyle sport rather than an elite sport. This is in line with the leisure trend of modern people who value participation, enjoyment, and social interaction rather than competition.

★**Emphasis on eco-friendly characteristics**: The eco-friendly characteristics of park golf, which uses parks and green spaces, serve as an important attraction factor in modern society where environmental protection awareness is increasing. This can be a core value for the sustainable development of park golf.

★**The importance of localization strategy**: A customized localization strategy that takes into account the cultural, social, and economic characteristics of each country is essential for the successful global spread of park golf. Rather than simply applying the Korean or Japanese models, we should seek ways to supply and operate them according to local conditions through cooperation with local partners.

★Increasing need for international cooperation: The role of international organizations such as the World Park Golf Federation (WPGF) is important for the global spread of park golf, and close cooperation and information exchange between park golf associations in each country are essential. The international status of park golf should be enhanced through international standardization, joint promotion, and international tournaments. The global spread of park golf is still in its infancy, but its potential is very great.

If we understand the characteristics of each country, effectively convey the universal value of park golf, and establish a sustainable development strategy, park golf will be able to grow into a truly global lifestyle sport.

**3.1.6 In-depth analysis of financial limitations and lack of investment**

**●Key constraints for global spread**

The internationalization of park golf cannot be achieved simply by the attractiveness of the sport, but stable financial support and strategic investment are essential. However, Park Golf is currently facing serious constraints such as financial limitations and lack of investment, which are key factors slowing down the pace of global expansion and hindering qualitative growth. It is necessary to analyze the in-depth causes and effects of these financial constraints, and to find ways to secure investment and finance in order to overcome them.

**3.1.6.1 Deep Causes of Financial Limitations**

★**Low commercial value perception**: Park golf has not yet been fully recognized for its commercial value as a popular sport. Compared to mainstream sports such as golf and soccer, the revenue generated from sponsorships, broadcasting rights, and related product sales is minimal, making it difficult to secure its own finances. This is the main reason why investors do not see Park Golf as an attractive investment target.

★**Dependence on the government and the public sector**: Most of the activities, such as the creation and operation of park golf courses and the hosting of tournaments, are highly dependent on the support of the government or local governments. This helps secure stable finances, but it also makes it difficult to make large-scale investments or establish long-term development plans due to budget constraints. In addition, there is a risk that financial support may become unstable due to changes in government policies.

★**Limitations of the member-based revenue model**: The main revenue streams of a park golf association or organization are concentrated in a member-based revenue model, such as membership fees and participation fees. However, even if the number of members increases, membership fees alone are not enough to promote large-scale internationalization projects, and there is a lack of a model for generating revenue from non-members or potential club members.

★**Lack of global marketing and PR budget**: Large-scale global marketing and PR activities are essential to increase the international recognition of Park Golf and open up new markets. However, it is difficult to secure a huge budget for these activities, which acts as a financial limitation.

★**Uncertainty of payback period**: The construction of park golf courses and international tournaments require a high initial investment, but there is a strong perception that the payback period is uncertain. This is a factor that makes private companies or investors hesitant to actively invest in the park golf field.

**3.1.6.2 The Profound Impact of Underinvestment**

★**Delay in infrastructure expansion**: If sufficient investment is not made, the construction of park golf courses, improvement of existing courses, and expansion of related facilities will be delayed, which will limit the physical spread of park golf. This leads to a decrease in accessibility, which has a negative impact on the increase in the number of club members.

★**Poor professional training and education programs**: The development and operation of training programs to train professional leaders, referees, and course management experts is costly. Lack of investment leads to a sluggish manpower training system, hindering the qualitative growth of park golf.

★**Limitations of hosting and participating in international competitions**: Huge budgets are required to host and successfully host international competitions. In addition, there is a lack of financial support to support overseas athletes and officials to participate in international competitions, making it difficult to strengthen international exchange and competitiveness.

★**Lagging R&D and technological innovation**: Park golf equipment development, course design technology improvement, and sports science research require continuous R&D investment. Lack of investment delays this technological innovation, which hinders the modernization and strengthening of competitiveness of park golf.

★**Failure to build a global brand image**: In order for park golf to establish its status as a global sport, it is necessary to build a consistent and strong brand image. However, the lack of investment makes it difficult to carry out effective global marketing and branding activities, hindering the improvement of Park Golf's international recognition.

**3.1.6.3 In-depth strategy for attracting diversified investment and securing finance**

★**Strengthening private corporate sponsorship and partnerships**: Emphasize the social values of park golf (health promotion for the elderly, family leisure activities, eco-friendly sports, etc.) to attract sponsorships linked to corporate social responsibility (CSR) activities.

In addition, it will establish strategic partnerships with companies that can create synergy with Park Golf, such as sporting goods, health foods, and travel agencies, to promote joint marketing and product development.

★**Development of various revenue models**: In addition to membership fees, various revenue models such as development and sales of park golf-related products (equipment, clothing, souvenirs, etc.), operation of park golf academies, provision of course consulting services, and advertising revenue on online platforms are developed to increase financial independence. In particular, it focuses on generating revenue through digital content and platforms.

★**Activate crowdfunding and donations**: Actively inform the public about the social value and potential of park golf, and secure financial resources through crowdfunding or individual donations. In particular, it sets goals for specific projects (e.g., creating park golf courses in developing countries, fostering youth park golf) to encourage donors' participation.

★**Expansion of government and international organization support**: Based on the public value of park golf (improving public health, responding to an aging society, environmental protection, etc.), we persuade the government and local governments to increase their budget support. In addition, it will attract international financial support in connection with sports-related programs and development assistance projects of international organizations such as the United Nations and the World Health Organization (WHO).

★**Presenting an attractive business model to attract investment**: For projects that require large-scale investment, such as the creation and operation of a park golf course and the hosting of international tournaments, detailed business plans, expected returns, and social ripple effects are presented to attract the attention of private investors.

In particular, it will develop a complex business model linked to real estate development and tourism to increase investment attractiveness.

★**Enhance fiscal transparency and efficiency**: Publicly announce that the secured financial resources are being used transparently and efficiently to increase credibility. Through regular audits and reports, we ensure the soundness of financial operations and maximize financial efficiency by reducing unnecessary expenditures. Through such a diversified strategy of attracting investment and securing finance, Park Golf will be able to overcome the biggest constraint of financial limitations and lay a stable foundation for global expansion. This will contribute to establishing a virtuous cycle that is essential for park golf to grow into a truly global lifestyle sport.

**4.1.1 Deepening the Philosophical Background and Value of Park Golf**

**●Human-centered sports philosophy**

Park golf has a deep philosophical background that aims to improve the quality of human life and realize community values beyond simple physical activities. This is significant in that it overcomes the limitations of modern sports that are obsessed with competition and victory supremacy, and presents an inclusive sports model that everyone can enjoy together.

By understanding the philosophical background and values of park golf in depth, it is possible to clarify why the sport should spread globally and how it can contribute to human society.

**4.1.2 Human-centered sports philosophy**

Sport for All: Park golf is designed to be easy to learn and enjoy for everyone, regardless of age, gender, physical ability, or socioeconomic status. This embodies the philosophy of 'Sports for All', which aims to provide everyone with the opportunity to enjoy sports and improve their health, away from the exclusive sports culture centered on elite sports. Low barriers to entry and simplified rules reinforce this inclusivity. tendon

★**The pursuit of rivers and well-being**: Park golf induces physical activity through walking and light swings rather than strenuous exercise, and helps to stabilize the mind and relieve stress in nature. This is in line with the desire of modern people to pursue 'well-being' in harmony with physical, mental, and social health, beyond simply preventing diseases.

In particular, for the elderly, it contributes to improving the overall quality of life, such as maintaining and improving physical functions and preventing dementia.

★**Harmony with nature:** Park golf aims to enjoy sports in nature by using parks and green spaces. This reflects the philosophy that humans are part of nature and that psychological stability and happiness can be obtained through communion with nature. The principles of eco-friendly course creation and management further emphasize this harmony with nature and present a sustainable sports model.

★**Social interaction and community building**: Park golf can be enjoyed alone, but it is basically a community sport played by 2~4 people in a group. In the process of exercising, talking, and encouraging each other, social bonds are naturally formed and communities are strengthened. This contributes to alleviating the individualism and isolation of modern society and building a healthy social network.

**4.1.3 Core Values of Park Golf**

Enjoyment: Park golf does not require complicated skills or high physical strength, so anyone can easily feel a sense of accomplishment and experience pleasure. Enjoying the process itself rather than competing and feeling happiness through bonding with people are the most important values of park golf.

★**Accessibility**: Low cost, simple equipment, and accessible spaces such as parks in the city are one of the core values of Park Golf. This realizes the value of sports democracy, which states that sports should be open to everyone, not limited to a particular class or group.

★**Inclusivity**: Park golf is an inclusive sport that everyone can participate in, regardless of age, gender, or disability. This has an important value in that it provides opportunities for sports activities to the socially disadvantaged or marginalized and contributes to social integration.

★**Sustainability**: Park Golf, which pursues eco-friendly course creation and management and coexistence with the local community, presents a sports model that considers environmental, social, and economic sustainability at the same time. This is an important value to pass on a healthy environment and sports culture to future generations.

★**Intergenerational Integration**: Park golf is one of the few sports that can be played by families or people of all ages. This promotes communication and understanding between generations and strengthens family and community bonds.

**4.1.4 International Diffusion Strategy of Park Golf Philosophy**

Park Golf's human-centered sports philosophy and core values are an important foundation for establishing an international expansion strategy. Beyond simply disseminating the techniques and rules of park golf, it is important to effectively convey and share the philosophical values of park golf with people around the world.

★**Value-based PR and marketing**: Park Golf's PR and marketing activities should be centered on the core values of Park Golf, such as 'sport for all', 'healthy life', 'communion with nature', and 'integration of generations'. This is effective in making people from various cultures sympathize with and be attracted to park golf.

★**Reflecting Philosophical Values in Educational Programs**: The philosophical background and values of Park Golf are included in the Park Golf Instructor Training Program and Club Education Program in depth to help students understand the essential meaning of the sport beyond simply acquiring skills.

★**International Cooperation and ODA Business Linkage**: When distributing park golf to developing countries or underprivileged sports areas, it goes beyond simply supporting courses and equipment, and delivers the social and cultural values that park golf can bring. This can raise the status of park golf as a sports model for sustainable development.

★**Sharing and spreading success stories**: Discover and share success stories of individuals and communities who have revitalized communities, enhanced communication between generations, and regained healthy lives through park golf. This is effective in building a positive image of park golf and promoting the influx of new club members.

Park Golf's human-centered sports philosophy provides answers to various problems faced by modern society and has a strong potential to contribute to improving the quality of life for people around the world. If we promote the internationalization of park golf based on this philosophical foundation, park golf will be able to establish itself as a true global lifestyle sport.

**5.1.1 Deepening of the Components and Rules of Park Golf**

**●The essence of sports and the importance of standardization**

Park golf has its own components and a clear system of rules, unlike its simple appearance. These components and rules define the nature of park golf, ensure fairness and fun as a sport, and form the basis for standardization for international diffusion. An in-depth understanding of the components and rules of park golf is essential to accurately grasp the appeal of the sport and to formulate strategies for its international dissemination and development.

**5.1.1.1 In-depth analysis of the core components of Park Golf**

★**Park Golf Course:** Unlike ordinary golf courses, park golf courses are built in parks or green spaces and have nature-friendly characteristics. Courses typically consist of 9 or 18 holes, each consisting of a teeing ground, fairway, rough, hazard, green, and hole cup. When designing a course, it is important to make the most of the characteristics of the terrain and include various difficulty levels and strategic elements without damaging the natural environment.

For example, hills, trees, and ponds can be used as natural hazards to make the play more fun. Establishing and disseminating international standard course specifications (hole length, green size, etc.) is essential for holding international tournaments and uniformity of the playing experience of club members.

★**Park Golf Clubs**: Park Golf clubs are designed to be easier to handle even for beginners due to their shorter length, larger heads, and lower center of gravity than regular golf clubs.

Establishing international standards for club materials, weights, and lengths is important to ensure fairness in equipment and prevent unnecessary competition among players. In addition, it is necessary to develop customized clubs for club members of various ages and physical conditions.

★**Park golf balls**: Park golf balls are larger and heavier than regular golf balls, so they have good visibility and are safe because they do not fly far.

International standards for ball material, size, weight, and repulsion should be established to unify ball performance and create a fair playing environment. In addition, it can contribute to environmental protection by developing balls using eco-friendly materials.

★**Park Golf Hole**: The Park Golf Hole Cup is larger than a regular golf hole cup and has a shallower depth, making it easier to put the ball in.

It is important to establish international standards for the size, depth, and material of the hole cup to ensure consistency in the results of the game, and to enhance the sense of accomplishment by allowing club members to easily experience a hole-in-one.

**5.1.1.2 In-depth understanding and standardization of Park Golf rules**

★**Simplicity and accessibility of basic rules**: The basic rules of park golf are much simpler than regular golf, so anyone can easily understand and apply them. This is a key factor in ensuring high accessibility of park golf.

For example, the OB (out of bounce) zone is clear, the penalty rules are simple, and the rules for where to place the ball are flexible. This simplicity helps beginners to start playing park golf without any burden.

★**Necessity of international standard rules**: In order for park golf to grow as an international sport, it is essential to establish standard rules that are accepted worldwide. Currently, there are subtle differences in rules between countries and regions, making it difficult to hold international competitions and exchange players.

It is urgent to establish unified international rules centered on the World Park Golf Federation (WPGF), disseminate them around the world, and operate rules education programs.

★**Flexibility and localization of rules**: It is important to establish international standard rules, but also to allow flexibility that takes into account the cultural and environmental characteristics of each country. For example, it is possible to promote the spread of park golf through localization strategies such as allowing some local rules that reflect the topographical characteristics of a specific region or preparing play regulations according to climatic conditions.

★**Strengthening referee training and rule education**: In order to establish international standard rules, it is important to train professional referees and strengthen rules education for club members. Referees play a role in ensuring the fairness of the game and preventing disputes through accurate interpretation of the rules. Rule education helps club members enjoy park golf more happily and safely.

★**Linking Technological Development and Rules**: As park golf-related technologies such as smart equipment and IoT course systems develop, it is necessary to discuss how to reflect these technologies in the rules. For example, clear guidelines should be established on how to allow and restrict the use of automated scoring systems or swing analysis equipment within the rules.

**5.1.1.3 Impact of Standardization on the Internationalization of Park Golf**

★**Fairness and reliability**: Standardization of equipment, courses, and rules ensures fair competition among players in international competitions and increases the credibility of the sport of park golf. This is essential for park golf to establish its status as a true sport.

★**Revitalization of international exchanges and competitions**: Uniform standards facilitate the promotion of international competitions by making it easier for athletes from different countries to participate and interact in different environments. This contributes to raising the international recognition of Park Golf and forming a global fandom.

★**Laying the foundation for industrial development**: Standardization of equipment and course construction lays the foundation for the development of related industries. Standardized products facilitate mass production and distribution, and provide clear directions for the development of new technologies.

★**Increase the efficiency of education and dissemination**: Standardized rules and equipment increase the efficiency of park golf education and dissemination. By allowing people to learn and enjoy park golf in the same way anywhere in the world, it will accelerate the global spread of park golf. An in-depth understanding of the components and rules of park golf and international standardization efforts will be an essential foundation for park golf to grow into a fair and systematic sport enjoyed by people all over the world, beyond just a leisure activity. This is a key task for the global popularization of park golf and an important cornerstone for future development.

**6.1.1 Deepening various effects and advantages of park golf**

**●Holistic health and social value creation**

Park golf goes beyond simple physical activities and provides participants with various positive effects and advantages in terms of physical, mental, social, and environmental aspects. This multifaceted effect clearly shows why park golf is emerging as an important lifestyle sport in modern society and why it should be spread worldwide.

By analyzing the effects and advantages of park golf in depth, the value of this sport can be maximized and effectively used in internationalization strategies.

**6.1.1.1 Enhanced Physical Health**

★**Full-body exercise effect:** Park golf is an exercise that uses the whole body, such as walking, swinging, and maintaining posture. In particular, walking while moving around the course provides an aerobic exercise effect, which strengthens cardiopulmonary function, promotes blood circulation, and contributes to the reduction of body fat. Swing movements help to strengthen muscle strength and improve flexibility by using various muscles such as shoulders, arms, waist, and legs.

This is very effective in preventing sarcopenia and maintaining physical functions, especially in the elderly.

★**Minimizing joint burden**: Compared to regular golf, the swing movement is simpler, and the ball is larger and lighter, so there is less strain on the joints. This can be a safe and effective exercise alternative for the elderly or those who are rehabilitating due to arthritis or osteoporosis.

In addition, it has the advantage of being able to continue exercising steadily for a long time due to the low risk of injury.

★**Improved balance and coordination:** Swinging requires a fine sense of balance and coordination of each part of the body. Consistent park golf activities improve these abilities, help prevent falls, and increase stability in daily life.

★**Boost immunity and prevent diseases**: Regular outdoor activities promote vitamin D synthesis and strengthen the immune system, which helps prevent infectious diseases such as colds and flu. In addition, it has a positive effect on the prevention and management of chronic diseases such as cardiovascular disease, diabetes, and hypertension.

**6.1.1.2 Enhanced mental health and psychological stabilization effects**

★**Stress relief and emotional stability**: Playing park golf in nature relieves stress from city life and provides psychological stability. Green grass and clean air relax the mind and body, and have a meditative effect, contributing to the reduction of depression and the cultivation of positive emotions.

★**Improvement of concentration and cognitive function**: Attacking the course, maintaining the swing posture, and controlling the distance require continuous concentration and judgment. These activities activate the brain and help improve cognitive function and prevent dementia.

In particular, it is effective in maintaining cognitive abilities in the elderly.

★**Improved sense of accomplishment and self-esteem**: Small successes, such as a hole-in-one or a good score, provide participants with a sense of accomplishment and contribute to improved self-esteem by boosting their self-confidence.

★**Forming social bonds and belonging**: Park golf forms social bonds in the process of naturally conversing and interacting with a companion. Through club activities, you can meet new people and work together toward a common goal, feeling a sense of belonging and relieving social isolation.

**6.1.1.3 Deepening the creation of social and environmental values**

★**Generational integration and family harmony**: Park golf can be enjoyed by anyone regardless of age, gender, and physical ability, breaking down barriers between generations and providing an opportunity for family members to spend leisure time together.

This enhances communication between family members and contributes to creating a harmonious family.

★**Community revitalization and economic ripple effect**: The creation and operation of park golf courses has a positive ripple effect on the local economy, such as creating local jobs, developing related industries (equipment, clothing, food and beverage, etc.), and revitalizing local tourism by hosting park golf tournaments. In addition, the activities of park golf clubs contribute to the revitalization of the local commercial area.

★**Value as an eco-friendly sport**: Park golf is an eco-friendly sport that uses parks or green spaces to be enjoyed without damaging nature. The principles of eco-friendly course creation and management contribute to the preservation of ecosystems and the improvement of the urban environment, and play an important role in raising awareness of environmental protection.

★**Promotion of sports diplomacy and cultural exchanges**: The internationalization of park golf stimulates sports exchanges between countries and provides opportunities for people from different cultural backgrounds to communicate and understand through park golf. This is an important tool for sports diplomacy, promoting friendly relations between countries and contributing to fostering global citizenship.

These multifaceted effects and advantages provided by park golf show that it can play an important role in solving various problems in modern society and improving the quality of life of mankind, beyond simple leisure activities. It is important to make the most of this potential and grow park golf into a truly global lifestyle sport.

**7.1.1 In-depth analysis of lack of international recognition and information asymmetry**

**●The Necessity of Global Branding and Communication Strategy**

In order for park golf to establish itself as a global lifestyle sport, it is essential to raise international recognition and effectively convey accurate and attractive information about park golf. However, Park Golf is currently facing the problem of information asymmetry, which is very poorly recognized internationally, lacks information, and even distributes misinformation.

It is necessary to analyze the in-depth causes and effects of these constraints and seek global branding and communication strategies to overcome them.

**7.1.1.1 Deep Causes of Lack of International Recognition**

★**Limitations of historical background:** Park golf is a sport that originated in Japan and grew in Korea relatively recently, and has a weak international foundation compared to sports with a long history and tradition, such as soccer and basketball. This naturally leads to a lack of international recognition.

★**Lack of global marketing and public relations activities**: Most of the park golf-related organizations and associations have focused on domestic dissemination and diffusion, and lack the budget, manpower, and strategy for marketing and promotion activities on an international scale. This acts as a limit to promoting the charm and value of park golf to the world.

★**Lack of media exposure**: Park golf has few opportunities to be exposed through international sporting events or major media channels. This fundamentally blocks the opportunity for the general public to access park golf and makes it difficult to raise awareness.

★**Confusion with similar sports**: Park golf has a similar form to golf, so it is often recognized as a miniature version or variation of golf. This hinders the unique charm and differentiation of park golf, and makes it difficult to secure recognition as an independent sport.

★**Lack of role of international organizations**: International organizations such as the World Park Golf Federation (WPGF) have been established, but their international influence and scope of activities are still limited, which means that they have not been able to play a central role in raising the international profile of park golf.

**7.1.1.2 The profound impact of information asymmetry**

★**Formation of misconceptions and prejudices**: When there is a lack of information or misinformation about park golf, people may have misunderstandings or prejudices about park golf.

For example, it is perceived as a 'sport only for the elderly' or 'easy golf', which can hinder the participation of young people or sports enthusiasts.

★**Hindering the influx of potential club members**: If there is a lack of accurate information about the advantages, rules, and ways to participate in park golf, it is difficult for potential club members who may be interested in park golf to easily access it. This is a direct obstacle to the global spread of park golf.

★**Difficulty in attracting investment and cooperation**: Without accurate information and vision for park golf, it is difficult to attract investment or cooperation from companies, governments, and international organizations. This is a factor that further deepens the financial limitations of park golf.

★**Difficulty in establishing international standardization and rules**: If information about park golf is fragmented or unified, it will be difficult to establish international standards and disseminate them around the world. This also has a negative impact on the fairness and credibility of international competitions.

**7.1.1.3 Deep Strategies for Global Branding and Communication**

★**Redefining and branding Park Golf's core values**: Clearly define the unique charm and value of Park Golf (sports for all, eco-friendly sports, intergenerational sports, etc.) and build a strong global brand image based on this.

Park Golf's unique logo, slogan, and visual identity are developed so that they can be used worldwide.

★**Establishment of an integrated global marketing strategy**: Establish and implement an integrated global marketing strategy to increase the international recognition of Park Golf.

This includes the following activities:

★**Strengthening digital marketing**: Actively use global social media platforms such as YouTube, Facebook, Instagram, and TikTok to produce and spread park golf-related content (match videos, educational videos, club interviews, course introductions, etc.). Influencer marketing and viral campaigns attract the attention of young people.

★**Participation in international sports events**: Participate in major international sports events such as the Olympics and Asian Games as a demonstration event of park golf, or operate promotional booths to promote the charm of park golf to the world. This is an opportunity to raise the international profile of Park Golf and discover potential partnerships.

★**Establishment of global media partnerships**: Through part-time partnerships with major global media channels such as CNN, BBC, and ESPN, Park Golf-related documentaries, news reports, and special programs are produced to expand media exposure.

★**Use of International Park Golf Ambassadors**: Celebrities or sports stars who love park golf are appointed as international park golf ambassadors to play the role of ambassadors of Park Golf.

Using their influence, they spread the positive image of park golf and induce the influx of new club members.

★**Multilingual information provision and communication channel construction**: Build an official website and mobile app that provides accurate and unified information on park golf rules, history, advantages, and participation methods in multiple languages.

In addition, it operates an online community and Q&A channel where members around the world can easily ask questions and get information.

★**Discover and spread success stories**: We actively discover overseas success stories that regain a healthy life or revitalize the community through park golf, and spread them around the world through various media channels. This is effective in building a positive image of park golf and motivating potential club members.

Strengthening the role of the World Park Golf Federation (WPGF): Strengthen the capacity of the WPGF to play a central role in overseeing the global branding and communication of Park Golf. ★

The WPGF should establish a unified message and strategy, and effectively implement global campaigns through cooperation with national associations. Through such an in-depth global branding and communication strategy, Park Golf will be able to overcome the constraints of lack of international recognition and information asymmetry, and establish itself as a true global lifestyle sport loved by people all over the world.

This is a key element for the sustainable development of park golf.

**8.1.1 An in-depth approach to international standardization and rulemaking**

**●Securing fairness and uniformity of global park golf**

In order for park golf to grow into a truly global sport, clear and unified standards and rules that are accepted around the world are essential. This is a key factor in ensuring the fairness of the competition, preventing confusion among the players, and enabling the smooth operation of the international competition.

Currently, park golf has a slight difference in rules for each country or region, which is an obstacle to internationalization. Therefore, it is necessary to secure the fairness and uniformity of global park golf through an in-depth approach to international standardization and rule establishment.

**8.1.1.1 Importance of Rulemaking and Dissemination of International Standards**

★Creating a Fair Playing Environment: Uniform rules ensure fairness in the game by giving all players the opportunity to compete on the same terms.

This is essential to increase the authority and credibility of international competitions.

★**Prevent confusion among players and clubbers**: Different rules in each country cause confusion for players participating in international competitions and act as a barrier to entry for clubs who want to enjoy park golf overseas. Standardized rules reduce this confusion and increase the accessibility of park golf.

★**Increase the efficiency of convention operations**: Uniform rules simplify and increase the efficiency of convention preparation and operations. Consistency can be maintained in all processes, including referee education, game progress, and decision of results.

★**Forming a global park golf community**: By allowing clubs around the world to enjoy park golf under the same rules, it contributes to the formation of a global park golf community that transcends language and culture.

**8.1.1.2 In-depth Measures for International Standardization and Rule Establishment**

Strengthening the role of the World Park Golf Federation (WPGF): The WPGF should strengthen its role as a general body that establishes international standard rules for park golf and disseminates them around the world.

★**In-depth analysis and integration of existing rules:** This course conducts an in-depth analysis of the rules currently used in major park golf countries such as Japan and Korea, identifies commonalities and differences, and integrates the most reasonable and universal rules. Simplify and clarify unnecessarily complex or ambiguous rules.

★Standardization of equipment and courses: In addition to standardizing the rules, international standards for park golf equipment (clubs, balls, hole cups, etc.) and courses (hole length, green size, hazard regulations, etc.) should also be established. This further enhances the fairness of the competition and lays the foundation for the development of equipment development and course construction industries.

★**Translation of Multilingual Rules and Development of Educational Materials**: Accurately translate established international standard rules into major languages such as English, Japanese, Chinese, and Spanish, and develop educational materials using pictures and videos so that clubs around the world can easily understand the rules.

★**Establishment of an international referee training and certification system**: To train international referees with expertise in international standard rules and to establish an international certification system for them. International referees are responsible for the fair conduct of international competitions and are the key personnel who carry out rules education in each country.

★**Regular rule revision and update**: In line with the development and technological changes of park golf, we will establish a system to regularly review and revise international standard rules. When new equipment or gameplay is introduced, it is quickly discussed and reflected whether the rules are applied to them.

★**Flexibility of localization and local rules**: It is based on international standard rules, but it has the flexibility to allow some local rules to be applied in consideration of each country's special environment or cultural background.

However, these local rules must be allowed only to the extent that they do not compromise the essence of international standard rules, and are subject to the approval of the WPGF.

**8.1.1.3 The In-depth Impact of Standardization on the Internationalization of Park Golf**

★**Strengthening its status as a global sport:** Clear and unified international standard rules contribute to strengthening the status of park golf as a systematic sport that is enjoyed by people all over the world, more than just a leisure activity.

★**Promotion of international competitions and exchanges**: Standardized rules facilitate the hosting of international competitions and facilitate international exchanges by making it easier for athletes from different countries to participate and interact in different environments.

★**Promote industrial development and technological innovation**: Standardization of equipment and courses provides clear guidelines for the development of related industries and lays the foundation for the development of new technologies.

★**Increase the efficiency of education and dissemination:** Standardized rules and equipment will increase the efficiency of park golf education and dissemination, allowing people to learn and enjoy park golf in the same way anywhere in the world, accelerating its global spread.

★**Formation of global fandom and increased media exposure**: Fair and interesting international competitions create a virtuous cycle that creates a global fandom and increases media exposure, further increasing the international recognition of park golf. These in-depth international standardization and rule-setting efforts will provide an essential foundation for Park Golf to grow into a truly global lifestyle sport, and will contribute to spreading fairness and unity, which are the essential values of sports, around the world.

**9.1.1 In-depth approach to the development of professional training and training programs**

**●Securing a sustainable growth engine for global park golf**

For the international spread and sustainable growth of park golf, it is essential to systematically train professionals to lead park golf and develop effective education programs, beyond simply creating courses and increasing the number of club members.

Professionals play a key role in improving the quality of park golf, introducing new club members, and spreading the value of sports. Therefore, it is necessary to secure a sustainable growth engine for global park golf through an in-depth approach to professional manpower training and education program development.

**9.1.1.1 Analysis of the Importance and Status of Professional Personnel Training**

★**Role of Leader:** Park golf instructors play a key role in teaching correct techniques and rules to club members, conveying the philosophical values of park golf, and creating a safe and enjoyable playing environment.

An effective leader has a decisive influence on arousing interest in park golf and inducing continuous participation of club members.

★**Role of the referee**: The referee is responsible for ensuring the fairness of the game, applying the rules correctly, and mediating disputes between players. With the increase in international competitions, the demand for professional referees with the ability to understand and apply international standard rules is increasing.

★**Role of course management specialists**: Park golf courses have nature-friendly characteristics, so professional course management skills are required considering lawn management, facility maintenance, and environmental protection. A pleasant and safe course environment contributes to increasing the satisfaction of club members and improving the quality of park golf.

★**Role of administrative and marketing experts**: The role of administrative and marketing experts who will lead the overall park golf industry, such as the operation of park golf associations or organizations, tournament planning and execution, and PR and marketing activities, is also important. They establish and implement strategies for the popularization and industrialization of park golf.

★**Current Analysis**: Currently, most of the park golf professionals are being trained in Korea, and there is a shortage of manpower with international-level expertise. In addition, there is a lack of a systematic education system or an international certification system, making it difficult to ensure the quality of professional manpower.

**9.1.1.2 In-depth Measures for Educational Program Development and Operation**

★**Development of an international standard education curriculum:** The World Park Golf Federation (WPGF) will develop an international standard education curriculum for park golf instructors, referees, and course management professionals. The curriculum should cover the history and philosophy of park golf, techniques, rules, safety, course management, psychology, and sports ethics.

★**Development and dissemination of multilingual educational materials**: Based on the developed educational curriculum, multilingual educational materials (textbooks, awards, online contents, etc.) are produced and distributed to park golf associations and educational institutions around the world.

In particular, an online learning platform will be established so that students can participate in education without time and space constraints.

★**Establishment of an international certification system**: Establish a system to grant internationally recognized certificates or certificates to professionals who have completed international standard training courses. This is the basis for recognizing the competencies of professional manpower and supporting international activities.

★**Regular maintenance training and recertification system**: Regular maintenance education programs are operated so that professionals can continuously develop their competencies in line with the development and changes of park golf. In addition, the quality of professional manpower is maintained and improved through a recertification system every certain period.

★**Revitalization of international exchange programs**: We will promote international exchange programs between park golf professionals in each country to share advanced technologies and know-how and support the establishment of international networks. This contributes to strengthening the global capabilities of professional manpower.

★**Develop locally-tailored education programs**: Develop locally-tailored education programs that take into account the cultural, social, and economic characteristics of each country. For example, a differentiated approach is needed, such as providing basic instructor training programs for the spread of park golf in developing countries, and in-depth professional course management programs in developed countries.

★**Industry-academia cooperation and research revitalization**: Through industry-academia cooperation with universities and research institutes, park golf-related research is revitalized and reflected in educational programs. Through research in various fields such as sports science, course design, and equipment development, the academic foundation of park golf is strengthened.

**9.1.1.3 In-depth impact of professional training and education programs on the internationalization of park golf**

★**Improving the quality of park golf**: Competent professionals improve the quality of park golf in technical, operational, and managerial aspects, further enhancing the attractiveness of park golf.

★**Accelerating global expansion:** Professionals trained through systematic education programs play a key role in effectively disseminating and spreading park golf in each country.

★**Successful hosting and operation of international tournaments**: Referees and management personnel who meet international standards enhance the fairness and efficiency of international competitions and strengthen the international status of park golf.

★**Laying the foundation for industrial development**: The increase in professional manpower promotes the growth of related industries such as park golf equipment, course construction, and education services, and lays the foundation for creating new business models.

★**Establishment of a sustainable development model**: Professional training and education programs contribute to securing human resources for park golf to develop into a sustainable sport in the long term, not just a temporary fad.

These efforts to nurture and develop in-depth professional training and education programs will be a key driving force for Park Golf to take root and grow globally. This is an essential investment and strategy for Park Golf to establish itself as a true global lifestyle sport.

**10.1.1 An in-depth approach to revitalizing and promoting international competitions**

**●Increasing the appeal of global park golf and forming fandom**

In order to raise the international recognition of park golf and form a global fandom, it is essential to revitalize international tournaments and systematically promote them. International competitions are an important platform to promote the charm of park golf to the world, showcase the skills of players, and promote exchanges between clubs from each country.

Therefore, it is necessary to increase the appeal of global park golf and form a fandom through an in-depth approach to revitalizing international competitions and strengthening public relations.

**10.1.1.1 In-depth Measures to Revitalize International Competitions**

★**International Park Golf Championship**: The World Park Golf Championship is held regularly under the auspices of the World Park Golf Federation (WPGF) to provide a venue for the best in park golf. This tournament fosters park golf to have the same status as the Olympics and becomes a dream stage for park golf clubs around the world.

★**Revitalization of continental/regional tournaments**: Expand the base of international competitions by revitalizing park golf tournaments by continent or region, such as Asia, Europe, and the Americas. This promotes the development of park golf in each region and provides opportunities for players who can advance to international competitions.

★**Introduction of various forms of international competitions**: In addition to individual and team competitions, various types of international competitions such as mixed events, senior competitions, junior competitions, and park golf tournaments for the disabled will be introduced so that more people can participate and enjoy themselves. This is effective in emphasizing the inclusiveness of park golf and attracting interest from various classes.

★**Support and incentives for hosting international tournaments**: Provide financial and administrative support to park golf associations in each country to host international tournaments, and provide incentives for successful tournaments. This will induce the dispersal of international tournaments and accelerate the global spread of park golf.

★**Standardization of international competition operations**: Ensure the fairness and reliability of international competitions by unifying the operating regulations, referee assignment, and competition method in accordance with international standards. This helps players compete in a consistent environment no matter what tournament they participate in.

★**Establishment of player development and support systems**: Establish a systematic training program and financial support system to develop competitive athletes in international competitions. This is essential to raise the level of play in international competitions and attract fans' attention.

**10.1.1.2 In-depth measures to strengthen public relations**

★**Expanding Global Media Partnerships**: Expanding partnerships with major global sports channels and news media such as CNN, BBC, and ESPN to attract broadcasts and news coverage of international Park Golf tournaments. This is effective in maximizing the international exposure of Park Golf and informing potential viewers of the charm of Park Golf.

★**Maximize the use of digital platforms**: Through global video platforms such as YouTube, Twitch, and TikTok, it provides live broadcasts of international tournaments, highlight videos, player interviews, and park golf educational content. In particular, it actively produces short-form video content preferred by the younger generation to promote viral marketing.

★**Strengthen social media marketing**: Open official accounts on major social media platforms such as Facebook, Instagram, and X (formerly Twitter) and continuously upload multilingual content to communicate with clubs around the world. Hashtag campaigns and fan engagement events encourage fan participation and revitalize the community.

★**Use of International Park Golf Ambassadors**: Celebrities, sports stars, and influencers who love park golf are appointed as international park golf ambassadors to play the role of ambassadors of Park Golf. Using their influence, they spread the positive image of park golf and promote the influx of new club members

★**Storytelling Marketing**: Stories of individuals who have experienced changes in their lives through park golf,

Cases that have contributed to the revitalization of local communities and stories of friendships built through international exchanges are produced to gain public sympathy. This is effective in highlighting the human charm of park golf.

★**Targeted PR strategy**: Establish a customized PR strategy that considers the cultural characteristics and media consumption behavior of each country and region. For example, in countries with many elderly people, traditional media is used, and in countries with many young people, digital media is mainly promoted.

★**Promotion in connection with park golf experience programs**: When holding international tournaments, programs that allow the general public to directly experience park golf during the tournament are operated to encourage the participation of potential club members. This arouses interest through direct experience of park golf and increases the possibility of being converted into a club member.

**10.1.1.3 The In-depth Impact of Revitalization and Promotion of International Competitions on the Internationalization of Park Golf**

★**Strengthening international recognition and status**: The successful hosting and systematic promotion of international tournaments will dramatically increase the international recognition of park golf and strengthen its status as a global sport.

★**Formation of global fandom and increased participation**: Interesting games and effective promotion form a global park golf fandom and expand the base of park golf by attracting new club members.

★**Attract investment and promote industry development**: The success of international competitions has economic ripple effects, such as attracting corporate sponsorships and stimulating investment in related industries, thereby promoting the development of the park golf industry.

★**Promotion of sports diplomacy and cultural exchanges**: International competitions serve as a venue for sports diplomacy and cultural exchanges between countries, contributing to the promotion of mutual understanding and friendly relations.

★**Building a positive image of Park Golf**: Systematic promotion spreads the eco-friendly, inclusive, and health-oriented image of Park Golf around the world, thereby increasing the positive brand value of Park Golf. These in-depth efforts to revitalize international competitions and strengthen promotion will play a decisive role in making park golf leap beyond a simple lifestyle sport to a global sport that people around the world enjoy and are enthusiastic about.

**11.1.1 In-depth approach to overseas market development and locally-tailored strategies**

**●Establishment of a sustainable growth model for global park golf**

For the international spread of park golf, it is essential to develop customized overseas markets and localize strategies that take into account the cultural, social, and economic characteristics of each country.

Beyond simply applying the successful models of Korea or Japan, it is important to successfully integrate park golf into the local culture based on an in-depth understanding of the local situation. Through such an in-depth approach, we need to build a sustainable growth model for global park golf.

**11.1.1.1 In-depth Overseas Market Development**

★**Potential market analysis and target setting**: This course analyzes the potential of park golf penetration in depth for countries around the world. Considering the population structure (degree of aging), living and sports infrastructure, leisure culture, economic level, and the government's sports policy, countries favorable for the spread of park golf are set as the preferred target market.

In particular, the initial market will be developed mainly in Asian countries with similar cultural backgrounds to Korea and Western countries with high interest in large green spaces and physical education.

★**Market entry strategy**: Establish a market entry strategy that fits the characteristics of the target market. It reviews various entry methods such as direct investment, joint ventures, licensing agreements, and franchises, and minimizes the risk of market entry through cooperation with local partners.

★**Cooperation with governments and international organizations**: Promote cooperation with national governments and international organizations (e.g., United Nations Development Programme, World Health Organization) by emphasizing the public value of park golf (e.g., promoting public health, responding to an aging society, etc.).

This helps to secure financial support for the spread of park golf and lay the foundation for policy.

★**Creation of a park golf industry ecosystem**: Beyond simply creating a park golf course, we support the establishment of a park golf-related industry ecosystem locally, such as equipment production and distribution, operation of educational programs, and tournament hosting.

This is the foundation for sustainable growth.

**11.1.1.2 In-depth Localization Strategy**

★**Cultural localization**: Adapt park golf to local culture and sentiment. For example, considering the leisure activities preferred by locals, sports culture, and a sense of community, park golf is introduced and disseminated. Promotional materials and educational materials in local languages are produced, and marketing using local celebrities is promoted.

★**Flexible application of rules and equipment**: Based on international standard rules, we seek ways to flexibly apply some rules according to local conditions. For example, it allows local rules that take into account specific climatic conditions or topographic characteristics, or supports the development of equipment that takes into account the physical characteristics of local people.

★**Localization of course creation and operation**: Consider the local climate, soil, and vegetation to prepare an eco-friendly course creation plan. In addition, considering the lifestyle and leisure time of the locals, the course operating hours and program composition are flexibly adjusted.

★**Localization of training programs**: Develop local leaders and run training programs in local languages. The educational content is organized in consideration of the learning methods and cultural backgrounds of the locals, and the value of park golf is effectively conveyed to the locals.

★**Strengthening connections with local communities**: We seek ways for park golf to contribute to local communities. For example, they run park golf experience programs in conjunction with local festivals or events, or offer park golf lessons for local residents to strengthen their bond with the local community.

★**Discover and spread success stories**: Discover cases where park golf has successfully established itself in each country and promote it to other potential markets to suggest the possibility of success in spreading park golf.

**11.1.1.3 In-depth impact of overseas market development and locally tailored strategies on the internationalization of park golf**

★**Laying the foundation for sustainable growth**: Customized strategies that consider the characteristics of each country lay the foundation for park golf to achieve sustainable growth by taking root in the local area, not just a temporary fad.

★Expanding the global base: Expand the global base by spreading park golf to various countries and regions, and strengthen the international status of park golf.

★**Creation of new business models:** Local customized strategies create new business models for park golf-related industries and strengthen competitiveness in the global market.

★**Cultural exchange and promotion of understanding**: Cultural exchange through park golf contributes to the promotion of international friendship by providing opportunities for people from different cultural backgrounds to communicate and understand.

★**Spreading the universal value of park golf:** Through localization strategies, the universal values of park golf such as health, enjoyment, communion with nature, and social bonds will be spread around the world.

**12.1.1 In-depth approach to eco-friendly park golf course creation and community cooperation**

**●The Future of Sustainable Park Golf**

In order for park golf to spread around the world and establish itself as a sustainable sport, it is essential to create eco-friendly courses and close cooperation with local communities. This is an important factor that goes beyond simply protecting the environment, enhances the social value of park golf, secures the support of local residents, and lays the foundation for long-term development.

Therefore, it is necessary to design a sustainable future of park golf through an in-depth approach to the creation of eco-friendly park golf courses and community cooperation.

**12.1.1.1 In-depth plan for eco-friendly park golf course creation**

★**Ecosystem conservation-centered course design:** When designing a park golf course, the top priority is to preserve the existing natural ecosystem as much as possible. Unnecessary changes to the terrain are minimized, damaged ecosystems are restored, and habitats of endangered or protected species are scrutinized. The course is created using nature-friendly materials and artificial structures are avoided.

★**Sustainable water resource management**: Minimize the amount of water used to manage the course, and promote efficient water resource management by introducing rainwater recycling systems and water-saving sprinkler systems. Avoid the use of chemical fertilizers or pesticides, and use organic fertilizers or natural pest control methods to prevent soil and water pollution.

★**Increased energy efficiency**: Course management facilities (clubhouse, administration building, etc.) use renewable energy such as solar power generation and geothermal systems to improve energy efficiency. High-efficiency products such as LEDs are used for lighting, and light pollution is reduced by minimizing nighttime lighting.

★**Waste management and recycling:** Waste generated during the course operation process (by-products of lawn mowing, fallen leaves, plastics, etc.) is thoroughly separated and collected, and the amount of waste generated is minimized through composting and recycling. It is recommended to use eco-friendly equipment and consumables.

★**Promote biodiversity**: Native plants are planted around the trail to promote biodiversity and create an environment where wild animals such as birds and insects can live. This makes the park golf course more than just a space for exercise, but also functions as a part of the local ecosystem.

★**Environmental education and promotion**: We operate environmental education programs for park golf course users and local residents to inform them of the importance of environmental protection and contribute to the spread of eco-friendly park golf culture. A sign with an environmental protection message will be installed on the course.

**12.1.1.2 In-depth Measures for Community Cooperation**

★**Induce local residents' participation**: Actively collect and reflect the opinions of local residents in the process of creating and operating a park golf course. Information is transparently disclosed through resident briefings and public hearings, and opportunities for residents to participate directly are provided. This contributes to reducing the backlash of residents and increasing the attachment and sense of ownership of the park golf course.

★**Operation of community contribution programs**: Park golf courses are used as an open space for local residents and various community contribution programs are operated.

For example, free lessons for local seniors, youth park golf classes, and park golf experience programs for the disabled are operated to increase the social value of park golf.

★**Linkage to revitalize the local economy**: Jobs related to the operation of park golf courses (course management, instructors, operation personnel, etc.) are provided to local residents on a priority basis to contribute to the revitalization of the local economy. In addition, through linkage with the local commercial area, park golf course users will be induced to use restaurants, accommodations, and shops in the area.

★**Linking with local festivals and events**: By holding park golf tournaments in conjunction with major festivals or events in the region, the cultural characteristics of the region are utilized and the public awareness of park golf is enhanced. This also contributes to the revitalization of local tourism.

★**Utilization and development of volunteers**: Actively use local residents as volunteers for park golf course management, tournament management, and educational assistance, and provide education and incentives to encourage continuous participation. This helps strengthen the park golf infrastructure in the community.

★**Establishment of communication channels with local communities**: Regular communication channels (residents' councils, online communities, etc.) between park golf course operators and local residents are established to promote mutual understanding and prevent and resolve possible conflicts in advance.

**12.1.1.3 The In-depth Impact of Eco-friendly Park Golf Course Creation and Community Cooperation on the Internationalization of Park Golf**

★**Presenting a sustainable development model**: The creation of eco-friendly courses and cooperation with local communities show the world that park golf is a sustainable sports model that fulfills its environmental and social responsibilities. This contributes to building a positive image of park golf and securing international support.

★**Strengthening the foundation for global expansion**: The support and participation of local residents is an important foundation for the stable operation and expansion of park golf courses. The eco-friendly image facilitates the spread of park golf in countries with high environmental awareness.

★**Increasing social value and securing publicity**: Contribute to the local community and increase the social value and publicity of park golf by spreading awareness that it is a sport that can be enjoyed by all classes.

★**Attracting investment and securing policy support**: Park golf, which is eco-friendly and socially responsible, is advantageous in attracting investment linked to corporate social responsibility (CSR) activities, and has a positive impact on securing policy support from governments and international organizations.

★**Strengthening the global brand image**: The image of Park Golf, which is eco-friendly and coexists with the local community, enhances the global brand value and makes Park Golf recognized as a sustainable way of life beyond just a sport.

These in-depth efforts to create eco-friendly park golf courses and cooperate with local communities are essential for park golf to grow into a sport loved around the world, and will play an important role in contributing to the sustainable development of mankind.

**13.1.1 An In-depth Approach to Popularizing Park Golf through Digital Innovation**

**●Securing the growth engine of future park golf**

In the era of the Fourth Industrial Revolution, digital technology has become an essential element for the development and popularization of sports. In order for park golf to take a leap forward as a global lifestyle and sports, it is necessary to actively embrace digital innovation, increase the accessibility of park golf, provide new experiences, and build an efficient operation system.

Therefore, it is necessary to secure a sustainable growth engine for future park golf through an in-depth approach to popularizing park golf through digital innovation.

**13.1.1.1 In-depth Implementation and Utilization of Digital Platform**

★**Development of an integrated park golf platform**: Develop a global online platform that integrates all functions such as park golf reservation, information provision, community, education, and shopping. The platform supports multiple languages and offers a user-friendly interface, making it easily accessible and utilized by enthusiasts around the world. It will also be developed in the form of a mobile app to increase accessibility.

★**Introduction of smart course system**: Build a smart course system by applying IoT (Internet of Things) technology to the park golf course. For example, an automatic scoring system, sensors around the hole cup, and an in-course information display are introduced to increase the convenience and fun of play. This increases the efficiency of course management and enables data-based operation.

★**Online education and training system**: Establish a system that provides park golf skill classes, rules training, and leader training programs online. It uses virtual reality (VR) or augmented reality (AR) technology to provide a realistic training environment, and introduces an artificial intelligence (AI)-based swing analysis system to provide personalized feedback.

★**Data-based Park Golf Development**: Collect and analyze park golf play data (scores, play time, travel distance, swing data, etc.) to help club members improve their skills and reflect them in course design and operation.

In addition, through big data analysis, we identify trends in the park golf market and develop new business models.

★**Revitalization of the global park golf community**: Through an online platform, park golf clubs around the world can freely communicate, exchange information, and socialize. Online competitions and challenge events are held to encourage participation and increase the sense of belonging.

**13.1.1.2 In-depth Digital Marketing and Promotion Strategy**

★**Strengthening social media content**: Continuously produce and spread interesting video content related to park golf (game highlights, challenges, training tips, player interviews, etc.) on global social media platforms such as YouTube, TikTok, and Instagram.

In particular, it actively uses short-form content preferred by the younger generation.

★**Use influencer marketing**: Collaborate with celebrities or sports influencers who enjoy park golf to promote the appeal of park golf. Using their influence, they build a positive image of park golf and induce the influx of new club members. Online advertising and search engine optimization (SEO): Key word advertisements related to Park Golf are executed on major search engines such as Google and Naver, and website content is optimized for search engines to increase access to information about Park Golf.

★**Global online tournaments**: Park golf tournaments that can be participated in online to encourage participation from clubs around the world. This raises the international recognition of park golf and adds to the fun of the sport by introducing new competitive elements.

★**Exploring the possibility of connection with e-sports**: Develop mobile games or simulation games based on Park Golf to explore connections with the e-sports market. This attracts the interest of the younger generation and contributes to securing new channels for popularizing park golf.

**13.1.1.3 The In-depth Impact of Digital Innovation on the Internationalization of Park Golf**

★**Increased accessibility and convenience**: Digital platforms increase access to information about park golf and simplify the reservation and participation process, increasing the convenience of club members. This contributes to accelerating the global spread of park golf.

★**Providing new experiences and increasing fun**: Smart course systems and VR/AR training systems introduce new technological elements to park golf, adding to the fun of playing and providing differentiated experiences to club members.

★**Efficient operation and management**: A data-based operation system increases the efficiency of park golf courses and association operations, and lays the foundation for sustainable growth by optimizing resource allocation.

★**Revitalization of the global community:** The online platform provides a place for park golf clubs around the world to communicate and exchange, revitalizing the global community and strengthening the international bond of park golf.

★**Attract young generations and improve their image:** Marketing and new content using digital technology attract the younger generation's interest in park golf and contribute to improving the image of park golf as a modern and dynamic sport.

★**Creation of new business models:** Digital platforms, smart equipment, and online education create new business models for park golf-related industries and strengthen competitiveness in the global market. These in-depth digital innovation efforts are essential for Park Golf to leap forward as a truly global lifestyle sport in line with the era of the Fourth Industrial Revolution, and will be a key driving force for the sustainable growth of Park Golf in the future.

**14.1.1 An in-depth approach to strengthening policy support from the government and local governments**

**●Laying the foundation for the spread of global park golf**

The international spread of park golf is limited by private efforts alone, and active and systematic policy support from the government and local governments is essential. Policy support plays a decisive role in laying the institutional foundation for park golf, securing financial stability, and improving social awareness. Therefore, it is necessary to lay the institutional foundation for the spread of global park golf through an in-depth approach to strengthening policy support from the government and local governments.

**14.1.1.1 Analysis of the importance and status of policy support**

★**Institutional foundation**: The government's policy support recognizes park golf as an official sports event and ensures the stability of park golf activities by improving relevant laws and systems. This raises the social status of park golf and serves as a foundation for systematic development.

★**Securing financial support**: The creation and maintenance of park golf courses, the training of professional personnel, and the hosting of tournaments require a huge amount of finance. Budget support from the government and local governments is essential to alleviate this financial burden and secure stable financial resources for the sustainable development of park golf.

★**Improving social awareness and promotion**: Official government support is effective in positively changing the social perception of park golf and attracting public interest. Government-led promotional activities accelerate the popularization of park golf.

★**Strengthening international cooperation and diplomacy**: The government can enhance the international status of park golf through cooperation with international sports organizations and use it as a means of sports diplomacy. This is an important driving force for the global spread of park golf.

●Current Analysis: Currently, the government and local governments are actively supporting park golf in Korea, but there are still many areas that are lacking at the international level. The level of awareness and support for park golf by governments varies widely, which is a factor that causes an imbalance in global spread.

**14.1.1.2 In-depth measures to strengthen policy support from the government and local governments**

★**Preparation of legal and institutional foundations for the promotion of park golf:** Officially designate park golf as a national sport or lifestyle sport, and enact a special law or ordinance for the promotion of park golf. Through this, it will prepare a legal basis for the creation and operation of park golf courses, training of professional manpower, and holding competitions, and ensure stable support.

★**Expansion and diversification of financial support**: We will expand the budget related to park golf and seek various financial support measures such as national treasury subsidies, local expense support, and distribution of Sports Toto proceeds.

In particular, we will strengthen financial support for attracting and hosting international tournaments and overseas park golf supply projects.

★**Support for Park Golf Infrastructure Expansion**: Secure land for park golf course creation through the use of public land and idle site development, and support construction costs. Regulations are relaxed and incentives are provided to create park golf courses within existing parks or sports facilities.

★**Support for professional training and education programs**: We will expand financial support for professional manpower training institutions such as park golf instructors, referees, and course management experts, and support the development and operation of educational programs. It supports overseas training programs to nurture international-level professionals.

★**Support for international exchange and cooperation activities**: Expand the government's participation in the activities of international organizations such as the World Park Golf Federation (WPGF) and strengthen administrative and financial support for participation and hosting of international competitions.

★**Park Golf Promotion and Marketing Support:** The government will build a positive image of Park Golf and develop a public relations campaign to attract public interest. Through public service announcements, media content production support, and participation in international exhibitions, the charm of park golf is known to the world.

★**Support for R&D and industry development**: We support park golf-related R&D activities such as park golf equipment development, course design technology, and sports science research, and provide policy support (tax reductions, subsidies, etc.) for the development of related industries.

★**Support for the development of community-linked programs**: We support the development and operation of community-linked programs (e.g., welfare programs for the elderly, youth sports activities) so that park golf courses can coexist with the local community and contribute to the quality of life of residents.

**14.1.1.3 In-depth impact of government and local governments' policy support on the internationalization of park golf**

★**Strong driving force for global expansion**: Policy support from the government and local governments is a powerful driving force for the global expansion of park golf. Once the institutional and financial foundations are in place, park golf can expand more quickly and stably around the world.

★**Strengthening international status**: Official support from the government can enhance the international status of park golf and be used as an important tool for sports diplomacy. This contributes to Park Golf being recognized as a truly global sport.

★**Establishment of a sustainable development model**: Policy support provides the foundation for park golf to develop into a sustainable sport in the long term, not just a fad. This is a key factor in ensuring the future of park golf.

★**Encourage private investment and participation**: Active government support is a positive signal for private companies to invest and the general public to participate. This accelerates the revitalization and popularization of the park golf industry.

★**Realization of social values:** The government supports park golf to contribute to the realization of various social values such as improving public health, responding to an aging society, and protecting the environment, thereby strengthening the public nature of park golf.

These in-depth policy support efforts by the government and local governments will provide an essential institutional foundation for park golf to take a leap forward as a truly global lifestyle and sports, and will play an important role in contributing to the improvement of the quality of life of people around the world.

**15.1.1 An in-depth approach to sports diplomacy and cultural exchange linkage strategies**

**●Increasing the soft power of global park golf**

Sports are a powerful tool of soft power that breaks down barriers between nations and promotes mutual understanding. In order for park golf to spread as a lifestyle sport around the world, it should be used as an important medium for sports diplomacy and cultural exchange, beyond just disseminating sports. This will contribute to raising the international status of park golf and promoting Korea's positive image to the world.

Therefore, it is necessary to increase the soft power of global park golf through an in-depth approach to sports diplomacy and cultural exchange linkage strategies.

**15.1.1.1 Importance of Sports Diplomacy and the Role of Park Golf**

★**Enhancing the country's image**: Park golf has a positive image as an eco-friendly, healthy, and inclusive sport that can be enjoyed by all ages. Through such park golf, Korea's advanced lifestyle and sports culture and healthy social image can be known to the world.

★**Promotion of international cooperation and friendly relations**: International park golf competitions and exchange programs bring together people from various countries to communicate and exchange through sports. This contributes to enhancing mutual understanding between countries and strengthening diplomatic relations.

★**Means of public diplomacy**: It can be an effective public diplomacy activity for governments or private organizations to use park golf to support sports infrastructure or provide educational programs in developing countries.

This helps strengthen Korea's international leadership and build its humanitarian image.

★**Promote cultural understanding**: Sport is a universal language that can be communicated across language and cultural barriers. By providing opportunities to understand and respect the cultural characteristics of each country through park golf, it is possible to cultivate a sense of global citizenship that embraces cultural diversity.

**15.1.1.2 In-depth strategy for sports diplomacy and cultural exchange linkage**

★**International Park Golf Peace Ambassador Program**: We will appoint an international Park Golf Peace Ambassador who can deliver a message of peace and harmony through Park Golf. They visit conflict zones and developing countries to spread park golf and spread the message of healing and harmony through sports.

★**Expansion of Park Golf ODA (Official Development Assistance) Project**: Park Golf ODA projects will be expanded to developing countries, such as the construction of park golf courses, equipment support, and the dispatch and education of leaders. This contributes to the development of life and sports in the country and is effective in raising Korea's international status.

★**Strengthening cooperation with international sports organizations**: We will strengthen cooperation with major international sports and cultural organizations such as the United Nations (UN), UNESCO, and the International Olympic Committee (IOC) to jointly promote sports diplomacy and cultural exchange programs through park golf.

Efforts will also be made to register park golf as an official sport of international sports organizations.

★**Cultural exchange programs**: Park golf international tournaments and exchange programs are operated in conjunction with cultural exchange programs such as traditional cultural experiences and art performances of the country. This allows participants to experience not only park golf but also the culture of the host country, enhancing mutual understanding.

★**Revitalization of international exchange programs for youth and university students**: Park Golf international exchange camps or workshops will be held for youth and university students around the world. This will introduce park golf to future generations and provide an opportunity to build international friendships, laying the foundation for long-term sports diplomacy.

★**Development and dissemination of park golf cultural contents**: We produce various cultural contents such as documentaries, webtoons, and animations that contain the history, philosophy, and social values of park golf and spread them around the world. This is effective in enhancing cultural understanding of park golf and attracting public interest.

★**Utilization of overseas Koreans and Korean communities**: Overseas Koreans and Korean communities around the world will be used as bases for the spread of park golf and sports diplomacy. Based on their understanding of the local culture, they can effectively spread park golf and play a role as a link with Korea

**15.1.1.3 The In-depth Impact of Sports Diplomacy and Cultural Exchange Strategies on the Internationalization of Park Golf**

★**Increasing Global Soft Power**: Sports diplomacy and cultural exchanges through Park Golf contribute to increasing Korea's global soft power and expanding its positive influence in the international community.

★**Securing an international support base**: Park golf ODA projects and peace ambassador programs will secure the support of the international community and create a favorable environment for the global spread of park golf.

★**Spreading the value of park golf:** Spreading the universal values of park golf such as health, peace, harmony, and inclusion around the world to contribute to improving the quality of life of mankind.

★**Presenting a new model of cooperation**: Presenting a new model of cooperation that combines sports, diplomacy, and culture to positively impact the international community and inspire other sports disciplines.

★**Building sustainable international relations**: Continuous exchanges through sports deepen mutual understanding and trust between countries, contributing to the establishment of long-term and stable international relations.

This in-depth strategy for sports diplomacy and cultural exchange will enable park golf to play an important role in positively impacting the lives of people around the world and contributing to the peace and development of the international community, beyond just a sport