



PHOTO: Kevin Murray

PHOTO: Joann Dost

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## Better by design

In the present economic climate, golf clubs are keen to consider any possible way of improving their business prospects. What role do course upgrades have to play in attracting new members or more green fee players? Our feature investigates

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## Playability

A course that is playable for every golfer, yet challenging enough to intrigue the best is the aim of most golf architecture. With better players now hitting the ball further than ever before, though, is such a goal still attainable?

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## GOLF COURSE ARCHITECTURE

*Golf Course Architecture* is published with the support and guidance of the European Institute of Golf Course Architects, the European Golf Course Owners Association and the American Society of Golf Course Architects.

### European Institute of Golf Course Architects

The European Institute of Golf Course Architects represents Europe's most qualified and experienced golf course architects. The Institute's aims are to enhance the status of the profession, increase opportunities for its members and educate future golf course architects.  
[www.eigca.org](http://www.eigca.org)



### European Golf Course Owners Association

The mission of the European Golf Course Owners Association is to provide services to support golf course owners in their aims, represent their interests on a European level and improve the golf business on a European level.  
[www.egcoa.eu](http://www.egcoa.eu)



### American Society of Golf Course Architects

Formed in 1946 by Donald Ross, Robert Trent Jones and others, ASGCA is the professional organisation of North American golf course architects. The 180 architects who have achieved membership in the prestigious group have designed some of the world's greatest courses.  
[www.asgca.org](http://www.asgca.org)



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