Globetrotting a small (golf) world

**Morocco: Golf void beckons**

By HAL PHILLIPS

RABAT, Morocco — Year-round golf destinations on the order of Palm Springs are few and far between in the European marketplace, where seaside resorts rarely feature enough courses to satisfy large numbers of golf-only tourists. The Moroccan business community would like nothing better than to fill this void. With five projects underway and at least five more in the planning stages, Morocco will soon have more golf facilities than any country in North Africa. Combine these totals with its 14 existing facilities and Morocco — with its miles of coastline along the Atlantic and Mediterranean — can easily compete with Europe's leading warm-weather destinations: Portugal's Algarve region and Spain's Costa del Sol.

"It's only the last few years that Morocco has thought of golf as a pure touristic element," explained Ron Fream, whose 36-hole Bahia project remains in planning north of Casablanca. "The Moroccan business community would like nothing better than to fill this void."

During an interview, Fream suggested that with the new policy, "the prospect of golf course development with foreign expertise is indeed bright." That foreign expertise includes course architects like Ron Fream, Robert Trent Jones Jr. and Jack Nicklaus Jr. They could revitalize a country that has only a handful of golf courses despite the fact that India was the first country outside the British Isles to have a golf course — Royal Calcutta, founded in 1829 by Scottish merchants. Fream, who first visited India in 1976 and has spent 130 days there in the past three years, recommends expanding the 200-acre Royal Calcutta Golf Club, built in 1828, to 1,000 acres. He also reported that the Royal Calcutta has a "very nice bulk" of golf course property.

Continued on page 48

**India: Rich past revisits its roots**

By MARK LESLIE

NEW DELHI, India — A dramatic change in the government's outlook on development is opening this vast country to unprecedented golf course construction and speculation. India's leaders hope a new "policy of liberalization" will attract foreign investment, especially that linked to tourism and adventure — golf being a "main tool to attract tourists," according to P. Kumaresh of Turnkeys in Bangalore. "The golf industry in India is poised for a take-off."

While bureaucracy and red tape have been the bane of foreign investors here, Kumaresh said that with the new policy, "the prospect of golf course development with foreign expertise is indeed bright." That foreign expertise includes course architects like Ron Fream, Robert Trent Jones Jr. and Jack Nicklaus Jr. They could revitalize a country that has only a handful of golf courses despite the fact that India was the first country outside the British Isles to have a golf course — Royal Calcutta, founded in 1829 by Scottish merchants. Fream, who first visited India in 1976 and has spent 130 days there in the past three years, recommends expanding the 200-acre Royal Calcutta Golf Club, built in 1828, to 1,000 acres. He also reported that the Royal Calcutta has a "very nice bulk" of golf course property.

Continued on page 49

**Egypt: Hopes of new money**

By HAL PHILLIPS

HELLOPOLIS, Egypt — If Larry Packard keeps his current pace, friends at the American Society of Golf Course Architects may start referring to this venerable designer as "The Pharaoh."

With 18 holes in planning here East of Cairo and 18 more under construction across town, near the Pyramids, Packard will have soon designed more than half the golfholes in Egypt, a country he describes as "ripe for development."

Before Packard arrived in the Middle East two years ago, there were only 36 holes in all Egypt. In Alexandria, 9 near Aswan in Southern Egypt, and 9 across from the Cairo Hilton. "There needed to be an 18-hole golf course across from the Hilton in Cairo," Packard explained. "It was run by the British, who wouldn't allow any Egyptians to play on it. When the British left, the Egyptians took it over and"

Continued on page 50

**Hills tapped for $500M project**

DELRAY BEACH, Fla. — Arthur Hills has joined the development team of the newly announced Addison Reserve, a 653-acre, $500 million master-planned golf and country club community planned for south Palm Beach County. Arthur Hills & Associates, with offices in Toledo, Ohio and Orlando, Florida, will design the 27 holes of golf planned for the Addison Reserve community, announced Project Director Craig Perna. Hills & Associates have been very active in Florida with dozens of golf projects, including 19 courses in the Naples area, alone. The Addison Reserve, located on the last prime tract in the Boca Raton/Delray Country Club Mid-corridor, is being developed by joint venture partners Taylor Woodrow Communities and Kenco Communities. In addition to the Arthur Hills designed 27 holes of championship golf, the Addison Reserve will feature an attractive mix of single-family homes, a Mizner-inspired multi-purpose clubhouse, and an extensive tennis complex.

Construction of the first 18 holes of the golf course are scheduled to begin in early 1995.

Continued on page 58
Moroccans thirsty for golf

Continued from page 47

Moroccans have a lot to offer, but there is still a problem with efficiency, with quality control and maintenance once the golf course is finished. There is a shortage of some very attractive resort areas at their disposal.

"It's important to the Moroccans. Golf has a lot more benefit than merely creating an in-country market. In a place like Morocco, you don't ignore the local market, but the foreign exchange earning potential is every important to their economy."

Among those projects under construction in Morocco are 18 holes designed by Robert von Hagge at Ben Slimane; nine holes at Kenitra, just north of Rabat; 18 designed by Cabal Robinson in Marrakech; 18 at El Cabo Negro; and a second Robinson nine at Fez.

According to Dick McConn, U.S. chairman of the Royal Moroccan Golf Federation — the country's tourist and development organization with an office in Washington, D.C. — five more projects have yet to break ground: 18 holes at Dar Bouazza in Casablanca; 18 more at Ouazzarate; 18 in Bouznika; 27 at Aenamour; and 18 in Settat.

Fream's firm, Santa Rosa, Calif.-based Golfplan, has recently been approached about an 18-hole project in Agadir, a southern resort city which already sports a fine course from the hand of Robert Trent Jones protégé Robinson. The flamboyant Robinson is the most prolific architect in the country, working there under RTJ before designing five Moroccan courses of his own.

"The Moroccans are sort of naive about competing and marketing their products as tourist destinations," said Robinson. "They seem to know that golf draws tourists. And with the land they've dedicated to golf, they've been able to generate some first-class golf courses. If they promote them well, they will have the capability to compete with the areas in southern Spain.

"In Tangier, you have 25,000 to 30,000 people playing 15 miles across the strait [of Gibraltar] every day. All you have to do is bring across 60 to 100 per day... Use a hydrofoil or something.

"This is the problem. The Moroccans don't seem to know how to go about the marketing process. They've got the potential there. They're spending the money on maintenance, and they're slowly getting the idea. Maybe they'll have some programs in place and do some things around Valderrama by 1997 [Ryder Cup]."

One of Robinson's RTJ projects was the 45-hole complex at Dar es Salam, which hosts the annual King Hassan II Trophy, an unofficial event that draws players from the U.S. and European PGA tours each November.
Indian government opens up

Continued from page 47
days here the last two years, held out high hopes for golf course development, but tempered them by pointing to the country's lack of infrastructure and golfers.

"It is a thin market that has to be nurtured," he said. "It will expand, but it might be five to seven years before there are enough in-country new players to support much more development."

Only about 10,000 to 15,000 people play golf in the entire country — mostly military personnel and "well-connected" or wealthier, second-generation members at the private clubs, Fream added. Courses he is involved in will include comprehensive golf academies to train would-be golfers.

"Golf," agreed Kumarash, "is still the exclusive preserve of the rich and well-to-do — a mere status symbol, and to some extent a means to business promotion. Professionalism in golf is very limited."

Yet, there is still a demand for more courses. Fream pointed to membership waiting lists that include 20 years at Delhi Golf Club, six to seven years at Bangalore Golf Club and perhaps 10 years at Bombay Presidency Golf Club. Remarkably low costs may also be a factor for these waiting lists. Delhi Golf Club, for instance, maintains the $536 per month fee set in 1930. Yet, even with high demand, the country must expand its infrastructure to accommodate golf and resort areas.

"I've looked at a number of sites trying to help get touristic golf going," Fream said. "The problem is that you have a situation where some of the more desirable touristic locations do not have the necessary infrastructure in place. They need clean, decent airports, airplanes that run on time, the ability to put in sewer systems, roads, electrical systems for hotels. Particularly in the resort business, you need the infrastructure. Just building the golf course is not the solution. It's part of a package of things that has to be done."

Although the Indian government is "becoming aware of the potential for tourism, it is not doing much [to help]," he said, pointing to higher priorities for the country's limited resources.

Interested foreign investors should be aware, Fream said, that in India $3 million in construction of an 18-hole course is a large budget. "Their standards and ability to pay do not support prices that will translate into $250 greens fees," he said. "We're looking at $20 to $25 a top-of-the-line situation."

Ground will soon be broken on two Fream-designed courses near Bangalore — the garden and technology city of India. Though he could not yet name the developer of one project, Fream said: "We have absolutely the best site in the country with a very important client. It will be a private club and touristic resort."

Called Nandi Hills, it will include an executive meeting center and hotel.

The second project in the Bangalore area is a residential real-estate property — a new concept for India. The developer is still acquiring land and formulating a master plan "because there is nothing comparable in the country from which they can judge."

Another Fream project is pending final governmental approvals in Goa — a resort area on the west coast — and he is working on 250 acres in the Punjab area near Delhi and two others in the Bombay area, the country's financial capital of 12 million people.

While Jones is negotiating on a couple of Indian projects, Nicklaus Jr. and Nicklaus Sr. are each at work on two projects.

"It's a market that has surprised us," said Andy O'Brien of Nicklaus Design, which maintains an office in New Delhi, headed by Mr. Pradeep Jain, president of Landbased India Ltd.

Affiliations there, he said, will involve Nicklaus Sr.-endorsed equipment and apparel as well as design.

Jack Jr. is designing a course in Bangalore in partnership with the Indian government, and will design a semi-private facility in Bombay that will seek to attract resort business. Jack Sr. has a contract to design an 18-hole course in Goa, in a project which already features a 200-room hotel, and will complete design in November on The Classic Golf Resort in New Delhi.

Construction is expected to begin on the 18-hole New Delhi track next February and it should open in late 1996 or early 1997, O'Brien said.

The approval process on The Classic was done so quickly, he said, that "it tells us they are serious about their golf."

"I was doing this in Indonesia 25 years ago. It took 15 years there for the market to really mature," Fream said. "Because the world is smaller now, I think in India it may take 10 years."
Larry Packard leading Egyptians into — for them — the grand new world of golf

Continued from page 50

turned nine holes into soccer fields, so there's just a single 9 left."
Enter Packard, whose first Egyptian design was a par-3 nine alongside the Paradisio Hotel in Hurghada, a Red Sea resort approximately 300 miles south of Cairo. Popular with German tourists, who fly directly from Munich, Hurghada needed a golf course to complement its fishing and extraordinary snorkeling, said Packard.

"The problem in Hurghada," he explained, "is the lack of water and topsoil. The only thing that will be green will be the greens. We'll be using [seashore] paspalum, the new hybrid, because what water there is will be slightly brackish."

Question: How did Packard, who designed such quality tracks as Innisbrook in Tarpon Springs, Fla., get involved the Egyptian development market?

Answer: The International Executive Service Corps (IESC), an organization that sends teams of retired people to help Third World countries with new and existing business ventures. The IESC sent Packard to Egypt: All expenses paid, but no salary.

Once he was there, word traveled fast. "After I finished the par-3, a group wanted a brand new 18-hole golf course in Cairo, out near the pyramids," said Packard. "It's in what they call 6th of October City. They're building all kinds of residences and buildings there. They have 16 million people in the Greater Cairo area, and they're trying to redistribute them."

"The layout in 6th of October City is all completed. They decided they wanted the course all in one piece. The housing is separate — on the outside. They're going to call it Dreamland Pyramids Golf Course."

The developer, Dr. Ahmed Bahgat, is president of Goldstar, the multinational electronics firm. Bahgat's development group will build the golf course, not to mention an accompanying amusement park, about 10 miles from the Nile River.

"They came up with nothing if you didn't have the Nile there," said Packard. "They expect to drill some wells for irrigation."

"The site is gently rolling. You can see the Pyramids. It's an excellent site, but of course it has no trees or shrubs of any kind." I asked Dr. Baghat where he's going get the topsoil, and he said he can get it from an area near the mouth of the Nile. I think he'll need six inches over the entire site."

Packard said his work on the Dreamland facility led to his third project, on the opposite side of Cairo in Heliopolis. Packard explained there are not yet working drawings for the Heliopolis project. He left for Egypt early this month to complete the routing.

"The interesting thing about this second project is, they've already sold 100 houses at $250,000 a pop," he said. "When I first saw the site, it looked like a mountain of sand. It's a super site. There will a lot of grading, but it's a little more hilly than the other site."

Though it has never before built a golf course, Egyptian Engineers Co. for Dwellings (EECD) will construct the golf course. Packard explained that EECD engineers have visited Innisbrook three times to learn about golf course construction.

"I've got half a dozen guys who might be interested in going over there to be a superintendent of construction," said Packard. "That guy will have his hands full, that's for sure."

Blessing opens Emerald Course at Wailea GC

The Wailea Golf Club has officially opened its long-awaited Emerald Course. The opening began with a traditional Hawaiian blessing by Reverend Nani Saffery. The blessing heralds the completion of the final phase of an ambitious expansion project which began six years ago under direction of architect Robert Trent Jones, Jr.

Sister to the resort's acclaimed Blue Course and the award-winning Gold Course, the new Emerald Course represents the final phase of an $80 million investment which included the addition of the Gold Course, a second clubhouse and a state-of-the-art training facility. The new 18-hole Emerald Course brings a total of 54 holes of championship golf to the 1,500-acre Wailea Resort.