**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

**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 to unprecendented golf course construction and speculation.

**Egypt: Hopes of new money**

By HAL PHILLIPS

HELIOPOLIS, 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 Pyramid City of Giza, 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 Egypt (in Alexandria, 9 near Aswan in Southern Egypt, and 9 across from the Cairo Hilton. The plan is to add 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

**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 here.

Arthur Hills & Associates, with offices in Toledo, Ohio and Orlando, Florida, will design the 27 holes of golfplanned 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 Mile 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 residential clubhouse, and an extensive tennis complex. 

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

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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 are 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 very 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 Ouarzazate; 18 in Bouznika; 27 at Aouermour; 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.

Like many Moroccan tracks, Dar es Salam — translated as "House of Peace" — was conceived in 1971 as an ultraprivate, crown for King Hassan II and his golf-crazy family. However, Dar Es Salam and the country's other facilities have opened so tourists can now play virtually every course in the country — all, that is, except the King's own course, a Robinson design at Agadir.

The privatization of Dar es Salam shows how the market for golf is changing in Morocco. While the emphasis continues to center on resort-style facilities, the housing trend is also catching on here.

Case in point: Bahia, a 2,000-unit community roughly 20 miles up the coast from Casablanca. In addition to 36 holes laid out by Fream, Bahia will feature a marina, hotel and tennis club.

"It will be the first major, residential, golf community/resort serving this area," said Fream. "Casablanca is the only place large enough to accommodate this type of project. It's an emerging, already sophisticated city and it has the population to support this type of venture.

"Bureaucratic tape has been a problem. But we're hoping to break ground in mid-1995."

Fream is familiar with the creation of North African golf destinations, having almost single-handedly put neighboring Tunisia on the golfing map. He designed six of its eight courses.

"There are a lot of similarities between what's happening in Morocco and what we did in Tunisia," said Fream. "The original Port el Kantaoui project, 27 holes south of Tunis, has been open since 1989. There was nothing there when we started. Now there are 6,000 hotel rooms available in what had been olive groves.

"Morocco has more coastline and some great sites. They also have decided this will be a broad-based effort, which is the most important factor."

Robinson agrees: "Dar es Salam has always been well known, especially in France. But Morocco's new courses — at Fez, at Tetuan, at Eljadia, Amelikis in Marrakech, The Dunes in Agadir and von Hagge's course near the town Ben Slimane — that will really put the place on the map."