

Neoliberal Market and urban-territorial Complexity in Puerto Vallarta, México

This brief work displays a critical study on the situation of an urban space and a territory, that overall, will face problems and challenges of difficult and complex solution in the next years and decades. Subjects are crossed in this complex situation like: contamination, population increase, infrastructures, ecological deterioration, surroundings of security and quality of life for the population and the visitors.

Towards the 40s of the last century, and for several decades, today's city of Puerto Vallarta, Jalisco, one of the most important tourist destinies of Mexico, had an urban definition and an individual attractive based on its quality of distance and certain isolation. It was only possible to arrive to the place by air or by a rudimentary and non-uniform road. From the 50's, after the shooting and distribution of the film - made in Hollywood - "the Night of the Iguana", starred by Elizabeth Taylor and Richard Burton, this place, located in a bay of the coast of the Mexican Pacific surrounded and hidden by mountains, became in site of meeting of a group of cinematographic stars and part of the national and world-wide bourgeoisie. Puerto Vallarta became from those years, in an attraction center from which came to know as one of the world-wide's great-tourism destinies. Later, towards the decade of 80's, the process of globalization as much of the supply as the demand, added his effects on the city and the territory, the tourism factor became a substantial complement for the economy of country and the region, its increase was also "... caused by the long distance aerial transports". (Cáceres Morales, Eduardo, 2002).

For more than two decades, the complexity of the policies and "opportunities" arisen and impelled by neo-liberalism under the dominion of the economic metropolis of the world and its transnational agents and institutions, that lead the advance of "globalization", they have become a phenomenon that invades and strikes the local and national communities, their culture, in all the regions of the world. Its content has chained to the market the creation of the common economic regions, the agreements of free commerce, the development options that, in summary, have resulted in the formula "democracy is equal to market". On the other hand, the development of the technological forces for mobility and the transport, the opening of markets that went happening from half of twentieth century and the beginnings of the twenty first, allowed the tourism to show itself like one of the cultural phenomena, and factors of the economy, of great importance for all the countries, specially for those of great cultural-built file or for those which have received the kindness of nature, which has allowed them, next to the wealth of its traditions, to see themselves like neuralgic points of the tourism. This way, the countries whose ecological nature, geographic location, conditions of development, cultural identities and traditions, built patrimony and qualified human resources, have carried out programs and policies of impulse the tourism as a form of fortification of its economy through the entrance of the tourism as well as the investment of capital for such aim.

Nevertheless, as it happens to all the processes of the modern development, the tourist development has brought with himself a series of conditions that, on the one hand, have benefited the receiving communities since in the same way they have affected his real possibilities of qualitative development, intrinsic to its own reality. In this order of ideas it has been sure for example, the way in which the structures of the tourist development and their agencies, its actors, have passed from the instances and local empowering to the empowering and tourist control of the great partnerships and international operators, who share the great utilities of the rent of world-wide's tourist movement and they leave the smaller options of yield to the weak local structures, that only can assume services of smaller scale and limited geography.

Until little more than five decades, this coastal region of Mexico, which Bahía de Banderas belongs to, just like a great part of the Mexican Pacific, they were isolated places, forgotten or not known. It was by the 50s when the Mexican State initiated the great project of occupation and development of its more than eleven thousand kilometers of coasts, in a program known like "the march to the sea". The greater development has occurred in the denominated "gold triangle", made up of the coasts of the States of Jalisco, Colima and Nayarit. This way, Puerto Vallarta and Nuevo Vallarta -coastal area of the Municipality of Bahía de Banderas-, that they tie to each other and specially with the Bay, they became epicenter of the regional tourist development, replacing the city of Acapulco, a tourist destiny that has lost competitiveness as a result of the serious social, cultural and environmental impacts that have taken place in their territory before the lack of forecast that accompanied their development, situation that can be repeated in Puerto Vallarta.

By the beginnings of 60s in the small town approximately ten thousand inhabitants lived, it counted 480 hotel rooms, 15% of "great tourism" plus some private residences. By the present year (2006) they are already more than 185 thousand inhabitants and almost 17,500 profitable units that are added to Nuevo Vallarta's almost 5 thousand. The city receives 2,3 million tourists annually, added those that are added again from the extension of Nuevo Vallarta's area, in where a similar amount of inhabitants settles and work throughout the tourist zone of the Bahía de Banderas. Altogether, the zone's growth's rate of population of the last five decades approaches to an annual 12%, plus the one registered by migration of approximately 3%, what gives a constant exponential situation at the moment considered as high risk, since this growth has not had the planning required for the phenomenon. For the year 2025 it is anticipated that the population will reach a million of permanent inhabitants plus those that will go as tourists, and that could reach almost three and a half million of visitors.

The supply of lodging in units, whereupon counts Puerto Vallarta at the moment is constituted as it follows: 8,600 belong to establishments of "great tourism" category, five, four and three stars; 6.400 belong to condominiums. The traditional hotel profession samples comparatively in the first four categories, a little dynamism in the last 12 years, since the great-tourism category establishments have increased in only 19,9% their installed capacity, emphasizing the category of 5 stars like the most dynamic when growing in 66%, whereas those of category 4 and 3 stars have increased their number of units in 48,3% and 40.0% respectively, in this case there are not counted the numbers of those who stay with relatives. In this context other changes add their effects. The growth of the Mexican middle-class and its capacity of expenditure, that altogether and in spite of the noticeable social asymmetries by segments of the country and the increase of the poverty, the access to the real estate property and the enjoyment of the leisure, it has allowed an increase in the national tourist flow, the purchase of cars and the acquisition of first and second house -despite the access on the credit, possible for the middle and high levels-, comparatively maintains high rates of interest with the countries of similar development and those of the OECD.

In such way, the growth of the groups of visitors by income and employment scale, measures and as well it is reflected in a modification in the structure at economic levels, social and educative layer of the tourism that arrives and the days of permanence, national and international as well. "The change of the tourists from a majority high middle-class group up to a high-class group, and its replacement by a group of nationals and foreigners of lower middle-class to low-class, is also expressed in educative terms, and this synthesis of low culture and economic level, shows us a profile of visitor from a mature place and the beginning of deterioration". (Fonatur, 2000).

Kind of expend	USA	Canada	Europa	Mexico
Mean expenditure	77.70	54.41	41.35	107.14
Average expenditure	57.14	35.71	32.14	125.00
Modal expenditure	50.00	28.57	14.29	125.00

Puerto Vallarta: Turist expenditure per origin and modality. (Year 2000 in USD) FONATUR-2000

If already for a long time the occupation of the territory was suffering serious problems, the present process of ground occupation and use of the functions of the built traditional area, configures a scheme of changes that attempt against the ecological stability, environmental, economic, cultural and social of the place. The market of the leisure of more popular character has modified the base of sustentation of its economy. It is so contradictorily the phenomenon of general growth has impelled substantial changes in its reality. Step by step the conditions of the demand of infrastructure and direction of its tourist operation, within the framework and the scenes of globalization, it has received the changes that today approach to it and surround with problems that could modify deeply its perspective.

We cannot forget, and thus they have shown by experts like Harvey (1989), that the tourism comprises of the space division of the consume, in which one is to absorb capital surplus and the manual labor, as well as the one of the savings concentrated in a social class of average type. All this phenomenon is fitted in a certain strategy of the capitalist system as far as the conquest of the space constructed for a playful (ludic) use. And not less important, to the construction and reconstruction of a new landscape for those new spaces of consume.

An interesting vision of this phenomenon is contributed by Mullins (1991) in an article about the "tourist urbanization" (the term "urbanization" is used here like a sociological and demographic concept: transformation of the use of the space in complex urban forms). This author introduces itself in the process of transformation of the space to indicate that we are before the dramatic expression of a new integral urban form for the massive consume... We are, he continues saying, before a genuine expression of the postmodern city, where the gentrification is its most acknowledged characteristic. The universal consume with the customized consume is combined. We are then before cities that are constructed specifically for the consume of the recreation... Therefore, the tourist's urbanization produces a different phenomenon of space and symbolically distinguished with the own effects of the flexible economy: fast moment of precarious employment and the population, are vacation of permanence, with a performance of the slowed-down public administration (and aligned to the interests) and for a society that it also wants to be distinguished". (Cáceres Morales, Eduardo, 2002). Since it has indicated by Alberto Sessa (1975) from an economic point of view, the present tourist phenomenon has all the characteristics of a market (production and consume), but it has the particularity of which is constituted at the time, by tangible and intangible goods.

According to the WTO (World Tourism Organization), about 420 million tourists move in the world, of this, a wide sector preferredly goes towards the denominated "sun and beach". This way we can understand that the tourism "represents a characteristic phenomenon of the mass-consume society, in which the production is destined to goods and services that happen little by little in the main economic sectors. The offer consolidates through indispensable infrastructures for the consume of the tourist resources. Resources and services that are not of first necessity and because they are anchored in the space, lead to a very rigid superstructure.

The relative bonanza in the qualitative jump in the income of the middle and high class has caused throughout recent history the appearance and buying of the “second residence” in the tourist places. It is not a secret the change of attitudes and behaviors that this represents, bounded to the sense of the pleasure, the health, and the recreation, that brings with itself the appearance and the sense of the “status”, like at the same time of evolution of the political considerations of these social sectors.

As pointed by Dachary and Arnaiz (2002), “The tourism as an main activity in the globalization, is subject to the world-wide mega-trends, that are the new dimensions of the incoming reality. It affects the society and, therefore, in this one activity that is more and more a linear reflection of the fashions and tendencies that dominate to this world that turns around a new God, the consume”.

In all this process of necessary occupation of geographic territories and destruction and modification of natural environment, with enormous magnitudes of ecological disaster, one of the economic sectors whose intervention has been essential in all this matter is the real estate sector which in its path of advantage of the tourist development conditions, it has impelled even the modification of the promotion schemes and the enterprise policies of the hotel corporations, those of marine transport, aerial and terrestrial as well. Such is the case of Puerto Vallarta in Mexico, a world-wide recognized place by now, turned into a tourist destiny that has moved through different stages that fit the qualitative scheme by which have also passed many towns and cities, natural areas and zones. In this process of dynamic and changing conditions in a short term that goes from the half of the last century to the present, the relations of occupation of the built space and the accumulation of the rent derived from it, has passed through the stages of the rent and hotel use, to the proliferation of new schemes of business during the last years, in an intense way they have moved to the promotion and sale of spaces called second residence.

In this context, the real estate sector has moved quickly in the last years, towards the construction, promotion and sale of departments and the well-known schemes of the “timesharing” market, fundamentally against to the demand of a growing middle-class tourist flood and the capacity of mobility and consume of the small bourgeoisie, situation that is changing quickly the appearance and future of the region. In this process the conurbation of Nuevo Vallarta, of the Municipality of Bahía de Banderas, Nayarit, it comes to add complexity to the problem since the flexible or absent laws cause a dangerous instability in the different orders of their growth and development, there, most of the houses that welcome-in the new settlers and the reserve housing, or second property housing, sets an emergency situation for the site. The phenomenon is considered of high difficulty and it goes back more or less to two decades only.

The gradual process of change in the lodging-consume form, the derivation of the rent of the tourism, it is seen today in a new offer that starts to affect all the scheme of the tourist spectrum: the promotion of the real estate sector with the construction of huge condominiums and others of smaller capacity for second residence, flourishing business in which important agents and international companies take part. In this “boom”, diverse information and considerations of experts, have added to the problem the doubt of suspicious investments or those from an unclear origin, among them those made from able-to-find resources that come from groups related to members, and its relatives tie or near the public administration and its diverse government organizations.

“The Mexican tourism is, without doubt, a massive phenomenon, the most intense in its sort among the experiences of Latin America’s countries: with almost 20 million of registered international tourists by year, it represents, according to the Mexican authorities, an important currency source for the national economy, as well as numerous jobs. (Hiernaux, Daniel, 2005).

The effects of the problem of promotion and changes in the strategies and conditions of transfer and permanence of the “tourist package”, recently and in last years it has let feel the problem of the model related to the movements of the international tourism, to the “all-inclusive” system with its massive scheme, and the “timesharing” one, that contain qualitative exigencies that generate a great amount of imported products to maintain the quality standards demanded by hotels, and in addition because a lot of made-out equipment. This is one of the greater disadvantages, since in cases like Cancun, 70% of each dollar is returned to the utilities of the transnational external operations, what today it is deepened with clarity in Puerto Vallarta. In this point the labor market of the emergent countries is distorted, since the market of tourism generates a temporal relation in employment, a manpower that requires qualification, a dependent professional occupation, and a noticeable request of imports, which causes that the peripheral activities are without possibilities of growing. On the other hand, the increase of the population in the zone, requires of the public investment as a result of the growth in the number of hotels, departments and houses in order to equip with infrastructure and services, what takes to new infrastructure necessities that the State cannot take care of.

This is the base of an every time more asymmetric development inwards and that generates contradictions that make more vulnerable to whole model. In this, the real estate agents put the authorities under their conditions, socializing the investment and privatizing the utilities. The inflation as a system is a consequence in the emergent countries, since this activity by the market that handles, the immigrations that it promotes and the changes that proposes, it distorts the local markets of housing and supplying, which generates a local inflation.

Like this, “a speculative land market takes place, that offense against the local population, which lets the national investors without financial competitive possibilities to invest in that business. The massive occupation that this model demands causes high costs of the land, that are incompatible with the sustainable tourist development and with the inhabitants capacity of reinvestment. The environmental impacts are fruit of a development without control, of a model without social commitment and a system dominated by the economic speculation”. (Fonatur, 2000), without the necessary controls for a development with social and ecological balance.

A factor to observe is the fact that “the residential tourism has been studied slightly in Mexico. By the modernization of the construction sector and a social and territorial flexible housing loans and credits, they have accentuated the presence of the real estate promoters in the production of second residences particularly in important destinies, like Cancun or Acapulco. The previous thing implies a fort increase of the offer, an increasing geographic concentration of the same one, but perhaps and mainly, a radical change of model between a residential tourism oriented by imaginaries of individuality, tranquility and distance of the metropolitan life, towards a model of maximum density, little of lost expenditure and the loss of sensation of evasion and rest”. (Hiernaux, Daniel, 2005)

One of the modalities to which greater official and normative attention needs, as studies on its reality, is the non-hotel tourism, specially the one that talks about the tourism of “second residence”. Unlike the traditional definition of tourism, in this case two central points are reinforced. The first and most important one is the fact that the tourist does not use tourist services nor commercial structures for night-lodging, but takes advantage of a housing structure (house or department) that usually has bought or that rents outside the system of hotel lodging. Our point of view is that the essential factor of differentiation is the existence of a lodging services and goods: the second residence house is part of a modality of absence of lodging services, without detriment of which the user of the same one makes use of services of diverse foods and drinks or recreational services of the locality.

Own calculations allow us to consider that to the date the real estate park on sale as second residence, in its different modalities, reaches almost two thousand units with approx. 4300

rooms - of which a 33% can be considered 5 stars, a 28% of 4 stars and the others of diverse category. In the case of the residential houses, the number is between 1200 and 1400, with an average of two rooms, most tied to the credit options of the bank and private partnerships, whose interests can vary between 18 and 22%. This gives us an idea of the conflicting projection that it is incubated in the area.

According to Daniel Hiernaux, (2004), the country contains “a market of the order of 600 thousand second residences, the great majority of property of the tourist. If we compare these data with the amount of total housing in Mexico, we observe a rate of tourist housing - of nonpermanent use- less of 3%. This number deserves to be confronted with international data: In a recent article, Mercè Gili indicated that “the real estate park of the European Union, according to the data of the 2001, it is of 170 million houses, of which a 10.5 percent is not of permanent use (Euroconstruct, 2001). In the relation of countries of European Unión (EU), Spain appears in the first place with a 32.2 percent of houses of second residence, or of surplus of real estate park. Portugal, Greece and Italy occupy the following positions with a 26.9 percent, a 22.7 and 17.7 percent, respectively. Therefore, the south of Europe remains clearly over the average of the EU and, in contrast, there are countries like Germany, Holland and United Kingdom that displays deficit of houses or do not have a sufficient structure to take care of the demand” (Gili, 2003: 1-2).

In another paragraph of the same text, Hiernaux explains: “From another national survey (the Satisfaction of the Tourist Survey) that is applied regularly, also it has been possible to state that a percentage of 7,0% of the total of the foreign tourists who go into Mexico, they make it to arrive at a second residence. However, if the percentage is surprising similar to the domestic tourism, it is not less certain that the absolute base is radically different, and it's the reason why in absolute numbers, they are much less the foreign tourists who lodge in second residences, that the Mexican people”.

The presence and penetration of the real estate promotion for the purchase of second residence, has implications that are important to emphasize by its impact in the future of tourism, not only of Puerto Vallarta since Acapulco had an experience that shows its effects. This segment of the real estate businesses was for a long time outside the vicissitudes of the market, its production did not fit between the mercantile interests of the intensive accumulation. The present reality shows us how the opportunity cost can affect better options of development with social justice and respect for nature. In this process it is stated that like an effect of all this, “the second-residence tourism is being dual more and more. On one hand, they are who can construct their own house according their own taste, in a place picked by themselves. By the other hand, they are who buy a standardized house, with little differences with the first residence according to design, implicit style of life and quality of materials, in destinies impelled by the same necessities of the market and mainly, of the promoters, that is to say, of the real estate speculation that stands an unusual vigor in Mexico, lately” (Hiernaux, D. 2004).

The tendency in the designs of the settles has been to the formal homogenization and, mainly, to the conformation of closed units that are “gated communities”: Much protection and few inhabitants. Miss to indicate the presence of foreigners who settle illegally in the country to become engraved in the substantial business of real estate intermediaries without permission, or legal residence, and of capitals of very doubtful source in real estate operations of small and medium spread.

The circumstances and vicissitudes that happen to the case that we commented here, shows that to the margin of the social conditions of the population, which lives a congested reality on daily problems, the speculative purpose of the second residence is well-known noticed. At least this operates to those who cannot reach the extremely expensive residences that

continue being constructed for the elites of the world-wide model, the classes leaders of Globalized Capitalism. We will have then, more residential tourism although of smaller social quality. As Dachary and Arnaiz explain (2002): "The globalization has imposed a cultural modality and image of the model that today dominates our societies, and this combination of imposed models as assimilated fashions is transformed into the motor of the planetary consumption".

That's why the tourism as a cultural phenomenon, economic and social it must be analyzed like a complex framework that has the market of the ground and the house a synthesis of the most important impacts. In Puerto Vallarta's case, as a part of an emergent country, the neo-colonial model of intensive exploitation is repeated, with the appropriation of the land and the speculation that it produces through huge real estate investments in services and infrastructure. As well as the tourism takes part of the modernized model taking advantage of the tourist activity, industrial and commercial capitals are recycled from the first to the third world and backwards. This condition allows the extraction of capitals, directly or indirectly, such as the illegal activity of promoters, "brockers", that contribute to a corruption of the model, situation that is not unknown to the authorities knowledge. In this way, the high-standing properties offer or VIP's, has raised taking advantage the omission in the application of the law, do not permit the invasion of beach zones.

As it is observed well in the american commercial literature on the subject, the commercialized second residence is seen like an alternative of positioning of capitals for the retirement, including a form of survival for modest retired elders whom buy a residence in Mexico and rent it part of the year, paying prices much inferior to which they would spend in the United States.

It is difficult to find indicators or variables that could express or allow us to measure with clarity the impact that is undergoing in Puerto Vallarta and the inter-municipal conurban zone with the generation and impulse to the second housing of tourist quality (condominiums, departments, timesharing, houses, villas and boundaries), nevertheless the cost of the housing in the last 8 years has increased between 35 and a 42% in terms of its direct cost, what essentially affects the price of the rents and acquisition of houses of the local population, that is forced to the illegal land invasion, the self-construction or house acquisition, by means of the credits of houses that take place with the transfer of the official credit for the popular construction of houses with a doubtful structural and environmental quality, according to the sites where they are settled and the services that surround them.

The proliferation of promotion and sale companies of second residence is contributing, on the other hand, to complicated situations of insufficient transparency of the municipal authorities. This year these authorities have been implied in demands on apparently illegal performances in the granting of permissions for the construction of condominiums and great buildings departments, such is the case of the Peninsula and the Grand Venetian, where the Mayor himself (Presidente Municipal) becomes implied. At the beginning of this year, a citizen movement took place in opposition to the approval of the Plans of Urban Development, that tried to carry out the municipal government in regard to which stopped analyses, made by specialists and organisms of the civil society, could demonstrate that these plans lacked a respectful projection of the ecology and the sustainability and at the same time contained interests not related to communal property and mainly represented interests that seemed to be implied it to certain real estate, municipal and investing authorities, construction companies and granting of permissions about the legal use of the land. Similar suspicions forced to regulate the "timesharing" market that operated during some time with no restriction nor control.

All the previous data, has brought to the light the accumulation of growth and development problems of the territory occupied by Puerto Vallarta-Bahia de Banderas. One of these

problems, every day more serious (Sayulita and other places have been located like contaminated beaches) is the fact that the increase of the construction of housing has not been accompanied, specially in the municipality of Bahía de Banderas, of a sufficient sanitary infrastructure and water treatment, what puts in danger the future quality of the bay since many of the waste will be deposited there.

The deforestation, the deterioration of the matting named "Salty" (El Salado) -a very important manglar for the conservation of the flora and fauna of the region- the affectation of productive areas for the construction of house is a daily fact. It is possible to also emphasize that during the civil defense so the plans were not approved, one of the subjects that were discussed with amplitude was the lost of identity and the attachment to the place since a high percentage of the population has arrived there in search of a job and it is not assimilated into the local identity, since at the same time the influence and the character of the tourism - that receives him already invasion of "spring breakers" - tend to create indifference of the local customs and tradition, it adopts however a series of behaviors with other people's character, that it affects the familiar composition and the development of the children. In this same line the growth of criminal or irregular acts in the social behavior has been increased. It has been often commented in the last years about the introduction and consumption of drugs and prostitution in general, specially the ghost of infantile prostitution. On this last matter an accent is putted in about one of the causes is the high cost of the life that produces the tourist phenomenon, and, comparatively, is superior in a 20% to 30% respectively State Capital City, Guadalajara, that occupies the second place in importance in the country.

As it exposes a study of the specialists from the Coast University Center of the University of Guadalajara: "The future it is not properly visualized, the latent and present problems of environmental degradation, of elimination of waste, the solution of a very serious problematic avenue (in mouth of own and strange), as well as the location of reserve urban areas of medium to long term in zones of doubtful relevancy, they make think about a non serious study of the growth processes, dynamics and factors of balance in a city like Puerto Vallarta, with almost 200.000 inhabitants, and settled in a region that is susceptible to the common problems of the coastal cities like the deterioration of the water sources, problems of mobility by the loads associated to the port and, in general, to the alteration of the delicate coastal balance and the affectation to endemic species of the region. Also the public and deprived beach treatment, as well as the study and protection of river basins and channels it seems to need greater attention".

With an accelerated population increase, the pressure of the inhabitants on the surroundings is greater every time. Before this pressure merge - like historically it has been verified - palliatives and short term operations in a scheme of a real estate speculation that contributes solely to the privilege of the capitalist model of management of the territory. The conflicts that the urban-territorial complexity moves synthesize the accumulated contradictions of the past, it is why the treatment of the problems that causes the immoderation and lack of vision on the future, in the time it receives, sooner or later, the errors.

72% of the surface of the municipality is formed by accidental zones. Many of the settlements are already on level 200 (meters) and in zones of risk. That ought to preserve the protected zones, as well as to take very carefully and seriously, studies of the channels of the "Pitillal" river, "Cuale" river and inclusively "Ameca-Mascota" and "Mismaloya" rivers, in addition to permanent streams like the Shrimps (Los Camarones), Santa Maria and the Walnut (El Nogal); and others nonpermanent, like "Palo de Santa Maria" and "Agua Zarca". The matting "El Salado" has extreme importance in this sense, requiring with urgency a proposal that contains an expert vision of natural environment and of its social use, that try to surpass the contingencies until now accumulated. All this, in a frame of cultural impulse that exerts a positive influence for the future of Puerto Vallarta.

It does not exist a serious study to obtain a balance between the public transport and the private one. The proposal of the scheme of resulting road, is not one that offers a perspective of positive results. A vision of public transport or studies of flows by productive sector for a visualization of mobility with quality for inhabitants and tourists is essential. The main accesses and arteries are chaotic to rush hours due to the linear system of the city. In this linear metabolism it is contaminated and it is degraded in greater proportion, the quality of the spaces erodes public and foments the excessive expansion of the city. In terms of social health, and of the formation of unit and identity, the lack of public spaces in the city is serious; spaces that in essence are places for the social dynamic coexistence and the generation of entailment and creation of community.

A so vital and dynamic sector as the tourist one, cannot be conditional to a slow and chained process of successive adaptations. For that reason, the First Additional Disposition qualifies the exceptional figure of Special Territorial Plans for Insular Tourist Arrangement, an agile instrument, of succinct content and brief procedure, which must be formulated like priority and political responsibility.

It would be necessary to add in this case, that the sense of opportunity has appeared with a change in the taste of a sector of visitors, that please of the art galleries, the museums, the historical center, the commercial centers; such change in the tastes, is with no doubt a call to try new segments, where the cultural tourism is the vanguard. The opening of the University Center of the Coast is in this horizon, the University of Guadalajara stands in its mission of public exercise and for the investigation, teaching and the extension, that contributes in a specific and effective way for a better future of this important tourist destiny of Mexico.

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CUADROS

Proyecciones del número de visitantes a Nuevo Vallarta, Flamings y Punta Mita.

2001 – 2015

Año	Número turistas en hoteles	Número de turistas en condominio	Total de turistas	Número de turistas extranjeros
2001	432,000	61,000	493,000	281,000
2002	504,000	72,000	576,000	328,000
2003	576,000	82,000	658,000	374,000
2004	648,000	92,000	740,000	421,000
2005	720,000	102,000	822,000	468,000
2010	960,000	154,000	1.114,000	624,000
2015	1.200,000	202,000	1.402,000	780,000

Afluencia de Turismo Hospedado			
Puerto Vallarta			
1988 – 2000			
	Turistas	Turistas	Total de
Año	Nacionales	Extranjeros	Turistas
1988	409,424	709,707	1,119,131
1989	459,573	562,839	1,022,412
1990	538,983	623,499	1,162,482
1991	627,139	663,779	1,290,918
1992	665,764	958,409	1,624,173
1993	713,063	570,247	1,283,310
1994	795,265	558,396	1,353,661
1995	740,962	643,685	1,384,647
1996	733,305	829,552	1,562,857
1997	747,212	888,361	1,635,573
1998	740,730	944,866	1,685,596
1999	745,852	948,145	1,693,997
2000	723,688	939,111	1,662,799
2004	825,327	1'117,348	1,942,675

Fuente: Secretaría de Turismo del Gobierno de Jalisco. 2004.

Oferta extra – Hotelera												
Puerto Vallarta 1988 - 2000												
Años	Apartamento		Bungalow		Condominio		Suites		T.P.		Total de la Oferta.	
	E*	U.R	E*	U.R	E*	U.R	E*	U.R	E*	U.R	E*	U.R.
1988	0	0	0	0	0	0	0	0	2	225	143	10,654
1990	7	58	4	54	53	4,581	13	375	2	225	155	14,098
1992	7	56	5	70	53	4,282	13	365	2	225	166	15,027
1994	6	22	6	66	45	5,573	13	367	2	184	157	15,155
1995	5	22	6	66	46	5,623	14	367	2	184	156	15,219
1996	6	303	6	76	45	4,643	15	441	2	184	162	14,071
1997	8	311	5	49	49	5,904	16	525	2	161	156	15,259
1998	10	358	5	73	70	5,879	18	586	2	161	187	15,615
1999	9	230	3	46	49	5,765	20	899	2	160	172	15,785
2000	12	254	3	46	61	6,349	22	963	3	174	191	17,297
* E: establecimiento. U.R.: unidades rentables. T.P.: trailer park. Fuente: Secretaría de Turismo del Gobierno de Jalisco. 2001												