

“PARADISE WORLD”

RESEARCH OF MONDIAL JUNCTURES TO INVEST A NEW EMERGENT CAPITAL

1. PANAMA: A COUNTRY IN THE CROSSROADS

1. PANAMÁ: THE COUNTRY

The **PANAMA Republic** is located in **Central America**. It is contiguous for the North with the **Caribbean Sea** (Atlantic Ocean), for the South with the **Pacific Ocean**, for the East with **Colombia** and for the West with **Costa Rica**. Its surface is **77.082 sq. km** and its population reaches **2.500.000 inhabitants** who are mainly concentrated in the **cities of Panama and Colon**.

Geographically, the territory of **PANAMA** is divided in two parts by the **inter-oceanic channel** with the same name. The Occidental part is crossed by a **range of mountains** which is called **Veraguas** and **Tabasara**, with the highest point at **Chiriqui** volcano (3.476 ms). Towards the Pacific, its morphology turns mild in the **Llanos de Chiricagua**. To the East of the channel there are the ranges of **San Blas** and **Darien mountains**.

The **PANAMA climate is warm and wet**, especially in the Caribbean Coast, where there are **rain forests**. The highest areas have mild climate and are covered with **savannah**.

The **economy** is mainly represented by the **primary sector**, where the **agriculture** occupies the **7,4% of the territory**, given employment to the **35% of the working population**. The production is, mainly, tropical fruits. The **forest reserves** have not an exploding plan. **Fishing is important** and allows the exportation of exceedings. There is not an outstanding **mining**.

Industry is not developed and is focused in the production of beer, cigarettes, cement, sugar, paper and petroleum refinery.

The **tertiary sector** is the most developed of the country, having an important **bank representation** which is the node for economic and financial activities of Center and South America.

Historicaly, **PANAMA** received the first exploration in the 16th centry leaded by the Spanish **Nuñez de Balboa**. Due to the explotation in **Peru** of valuable metals, the isthmus became a very **important route between both oceans** in direction to Spain, because of that it suffered sistematic **attacks of Englishs and Dutches pirates**.

In the **18th century**, **PANAMA** belonged to the **Peru Viceroyalty**. It claimed its **independence in 1821**, federated to the **Gran Colombia Republic**. Later, in **1903**, it makes into an **Independent Republic**, with the intervention on the **North American army**.

The **PANAMA channel was built between 1880 and 1920**, being occupied and administrated by Northamericans. Eventually, **PANAMA** recovered the **total sovereignty** over the channel area in **1999**.

From the **arqueological** point of view, **PANAMÁ** has the precolombian cultures of **Darién, Cloqué, Veraguas** and **Chiriquí** without any highlighed monument.

1.2. PANAMA CHANNEL

More than a century ago, in **1903**, the **United States of America** obtained the control of a future navigable way in the Central America isthmus: **the PANAMA channel**, that was going to communicate, without another possible alternative, the **Pacific and Atlantic Oceans**.

CRONOLOGY

1525 - The idea of **both oceans connection** is born just through the present layout.

1534 - **Carlos the 1st of Spain** orders to begin the necessary studies for the channel construction.

1876 - The **Northamericans** advise that it should be better to build the channel through **Nicaragua**.

1880 - **Ferdinand Lesseps** begins the works.

1903 - The Northamericans succed in **controlling the area**.

1914 - The **first boat** goes from Pacific to Atlantic

1920 - The **official inauguration** takes place.

1999 - **PANAMÁ RECUPERATES THE CHANNEL SOVEREIGNITY**

THE WORKS

Excavation: 205.000.000 cubic m (the channel of Suez had only 68 millions).

Total Cost: 375.000.000 American \$ (year 1914).

Workers: 56.307

Length: 79.600 m.

Widght: 240/300 m at Lago Gatún and **90/150 m** at the rest

Max Height: 26 m, reached by means of locks.

TRAFFIC (in 2001)**Length of the journey: 8 hours****Number of trips: 13.492 ships****Merchandise transported:**

	From Atlantic to Pacific	From Pacific to Atlantic
Grains	36.011.000 tons	2.714.000 tons
Petroleum	19.143.000 tons	10.886.000 tons
Fertilizers	10.044.000 tons	1.553.000 tons
Chemical	7.108.000 tons	2.830.000 tons
Timber	4.488.000 tons	3.455.000 tons
ADDITION	76.794.000 tons	21.436.000 tons
TOTAL	98.230.000 tons	

The total traffic nowadays has surpassed **110.000 millions of tons**

1.3. THE CROSSROADS

This exceptional combination of **factors and circumstances** advised the adoption of **extraordinary strategic measures** to invest the **NEW EMERGENT CAPITAL** in a **great national project** that, taking advantages of the **best socio- economic juncture**, shall serve to a **sustainable development of PANAMA**.

1.4. A PRIVILEGED REGION

PANAMA has an **exceptional and privileged situation in the world** in the middle point between **North and South America**. **PANAMA** is also between the **Pacific and Atlantic Oceans** that connect itself with **Europe, Asia and Africa**. Its **Geography and landscape** is very **beautiful**.

The **climate** is **softly tropical, refrigerated** by the two oceans that help permanent transverse ventilation. The **sun time** is significant, with **strong but very short rains**, that discharged precisely everyday, favouring an exuberant vegetation with **rain forest** areas.

The **most important cities** are **Panama** and **Colón**, with modern buildings and shopping malls where is located the most complete **bank representation**, with a **very active commerce**.

In this globalized world, it results very significant that **all the merchandise shipping traffic** between **Asia and Europe** and, especillay betwven the **East or West Coasts** of the Americas, has to cross necessary by the **Panama Channel**.

In brief, **PANAMA** is a **exceptionally good** region **to live, to work and to vacation**, that attracts all kind of **investments**.

2. TOURISM: AN EMERGENT GLOBAL SOCIO ECONOMIC REALITY

The **WTO** (World Tourism Organisation) has stated: **“The Tourism is richness for the person, for the family, for the community, for the country and for the entire world.**

2.1. A SOCIO ECONOMIC JUNCTURE

Since **Thomas Cook** invented **“the mass tourism”** in **1841**, replacing the adventure of the **solitary explorer** by **colective journey** with ludic and cultural purposes, this new sector has not stop of growing in the last hundred fifty years.

Statistically, this growth can be expressed by the following figures:

TOURISTS IN THE WORLD		ECONOMIC REPERCUSSION	
Years	Number of Tourists	Years	Thousand of Millions \$ USA
1995	540.000.000	1990	269
1996	575.000.000	1995	408
1997	600.000.000	2000	475
1998	620.000.000	2001	463
1999	640.000.000	2002	480
2000	686.000.000	2003	523
2001	684.000.000	2004	560
2002	703.000.000		
2003	691.000.000		
2004	760.000.000		

TOURISTS FORESIGHT

2010	900.000.000
2015	1.100.000.000
2020	1.350.000.000

In accordance with the **humans and economic numbers** before exposed, it is obvious that the **touristic phenomenon** represented in the year 2000, and continuous representing **nowadays, a first class socio-economic juncture** all over the world.

2.2. TOURISM CHARACTERISATION

The former numbers can be assigned to the **different continents** for the last eight years in the following way:

THOUSAND MILLIONS OF GENERATED TOURISTS

years	EUROPE	ASIA/PACÍFIC	AMERICAS	AFRICA	MIDDLE EAST	TOTAL
1990	272,2	57,7	91,7	15,0	9,8	451
1995	316,6	85,6	109,0	20,7	13,8	545
2000	389,6	114,9	128,2	28,6	24,3	686
2001	387,8	120,5	122,2	29,2	24,0	684
2001	397,3	131,1	116,6	29,9	27,9	703
2003	398,8	119,3	113,0	30,8	28,8	691

It can be observed the importance of **Europe** and both **Americas** in the attraction of their destinations.

On the other hand, it is very significant that this **explosive growth** happens mostly, due to the great expansion of tourism **to a wider and wider sectors of the social pyramid**.

The expansion of this phenomenon could be reflected in the next table (year 2000):

TOTAL TOURISM	HIGH LUXURY	LUXURY	MEDIUM	POPULAR
100%	<5%	~10%	~50%	>35%

Finally, the **typology of the touristic destinations** has evolved too, being each time more important those with a **cultural character**, in a wide variety that comprises from **art and history** to **ecology**, and sometimes to the more specifically **scientist matters**.

2.3. PANAMA AND TOURISM (According to Mr Blades – Tourism Minister)

Imagine a land where **rivers are roads** and **green is the official colour**, where **people are happy, proud and anxious** to welcome visitors, where nature expresses itself in the most exuberant manner.

This is **PANAMA: The path less travelled**. An entire country just waiting to be discovered.

The **recent tourist development** in **PANAMA** is proof that the sector is gaining more and more strength each day. The great investments registered in the last four years in the country confirm this fact. All this has enabled the generation of new sources of employment which have allowed many Panamanians to have more opportunities for professional growth.

PANAMA has become a sort of paradise for those who dream about beaches and exotic scenery. After getting to know new destinations, visitors fall in love with this little plot of land that nature created between two oceans.

The reason is simple, **PANAMA** is located in a world where **distances are shorter**, where **information flows 24 hours a day** and where **the quality of life** is something more than just a rhetorical concept. This provides tourists who are looking forward to experiencing a different kind of trip options.

This is due to the fact, now more than ever, travelers tailor their trips to their particular taste, flying a more convenient airline and losing themselves among the roads of never ending planet that does not cease to amaze us.

Visiting **PANAMA** will be this and much more. You will find the **courtesy and the kindness** of its people and a **warmer welcome** the moment you reached the country. Come to **PANAMA** and let us show you everything what our colorful and joyous country has to offer.

2.4. THE MESONES LAW FOR TOURISM

This law has been **created and tested** by **Javier de Mesones** in accordance with the universal gravitation **law of Newton**

“The **ATTRACTION** generated by a **touristic focus** over a **population mass** is **directly proportional** to the **addition** of the **products** of the **touristic WEIGHT of the focus** (expressed in quality, volume, interest, originality and singularity) **BY** the **several population MASS to attract** and **inversely proportional** to the addition of the **DISTANCES SQUARE** between the afore mentioned touristic focus to the several population places.”

From this formulation is deduced that, to attract a big part of the **mondial population** to a touristic focus placed in **PANAMA**, it is indispensable, because of these **distances**, the creation of a **VERY IMPORTANT touristic installation** with a **GREAT QUALITY** and, with a **VERY ORIGINAL and SINGULAR THEMATIC**

THIS IS THE **GREAT CHALLENGE!!**

3. BENCHMARKING. LEARNING FROM TOURISM EXCELLENCE CLUSTERS: Disneylandia, Disneyworld, Mediterranean Basin

3.1. DEFINITION

We understand as “**Benchmarking**” the **continuous process of measuring and comparing a project with other successful realities** promoted by **leading organisation** in **any place of the world**, in order to obtain information that helps to put into practice suitable actions **to equalized** and, if it is possible, to improve its foresight and implementation.

In brief: it is to **learn having based on others experience**. It is not a comparative analysis of a product of the competence opposite to another. The benchmarking go beyond, **comparing the projects**, its developing **process**, the **launching**, the **strategy**, the **organisation** and the **quality**

3.2. PROCESS

Next they are exposed superficially the steps carried in accordance with the “**benchmarking process**”

- a) Definition of **what** will be analyzed
- b) Identification of the **factors** (success/failure)
- c) Selection of paradigmatic excellence clusterst that are going to be studied.
- d) Collection and organization of the **information**
- e) **Analysis** of the information
- f) **Data summary**
- g) Identification of all the **creative key ideas** of the success
- h) **Implementation**
- i) Developed of an **estrategic plan** to reach the foresaw objectives

3.3. INTERNAL AND EXTERNAL CRITICAL INTERACTIONS

In orden to maintain the desirable **level of synergy** between **developed areas** and **their territory**, avoiding degradation and unbalance, it is needful to pay attention to the following points:

- a) **Evironmental protection.**
- b) **Employment** creation.
- c) **Infrastructures** building.
- d) **Facilities** endowment.
- e) **Services** arrangement.
- f) **Several specific habitat** construction to the touristic and services population.
- g) **Permanent monitoring** of the process through an **Agenda 21**.

4. THE PROPOSITION: “PARADISE WORLD”

4.1. INTRODUCTION

The present **PROPOSITION** summarises the conditions and characteristics that have been the **objectives** of the work.

FIRSTLY, it has been studied the **present situation** of **PANAMA**. **SECONDLY**, it has been study in depth the diverse socio-economic juncture existing and emerging in the world, choosing **TOURISM** **THIRDLY**, have been selected those mondial **successful interventions** in the chosed field, analyzing its pros and cons and summarising the reasons and procedures that make them to triumph. **FORTHLY**, it **has been designed a proposal** that comply with the before exposed. **FIFTHLY**, it has been realized the suitable **viability study** to finish, eventually, with the previson of the method to **maintain the atraction** avoiding the degradation of the environment (sustainability)

BASIC PROGRAM:

The Basic Program of "**Paradise World**" consists of eight units:

- I - **THE THEMATIC CULTURAL-EDUCATIVE PARK.**
- II - **THE CITY OF THE ARTS.**
- III - **THE CITY OF SCIENCE.**
- IV - **THE CITY OF CRAFTS.**
- V - **THE CITY OF SPORTS.**
- VI - **THE CITY OF TOURISM.**
- VII - **SERVICES VILLAGES.**
- VIII - **THE SEA AND THE TROPICAL FORESTS.**

Their respective contents are the following:

I. THE THEMATIC CULTURAL-EDUCATIVE PARK.

- Cosmic process of life.
- Evolution of races and culture.
- The arts.
- Celebrities.
- Religion and faith.

II. THE CITY OF THE ARTS.

- Cinema complex.
- Cinema studies and TV and radio broadcasting stations.
- Satellite "Paradise World".
- Library.
- Conference Rooms.

- Arts Museum.
- Musical Complex.
- Recording studio and Auditory.
- Opera Theatre
- Concert Amphitheatre.
- Composers' Museum - Record Office

III. THE CITY OF **SCIENCE**.

- The international Peace Forum.
- Medical Centre.
- Labs and lecture rooms.
- Urban Planning Studies lecture room.
- Great Museum of Science.

IV. THE CITY OF **CRAFTS**.

- Stands of commerce, folklore and handcraft from all over the world.
- Industry and natural resources as an attraction to investments and tourism
- Automobile Fair.
- Free economic zone for the exhibition of textile industry and fashion products
- Museum of Fashion.

V. THE CITY OF **SPORTS**.

- All kinds of sports.
- The Olympic City.
- Sports of the Future.

VI. THE CITY OF **TOURISM**.

- Hotels.
- Commercial centres.
- Exhibitions.
- Night Leisure Centre.

VII. **SERVICES VILLAGES**.

- Three self-sufficient villages.

VIII. THE **SEA AND THE TROPICAL FORESTS**.

- Oceanographic Museum
- Fishing Club.
- Natural Circuits for the observation and study of nature.
- Tropical Forest Stand.

THEORETICAL STRUCTURE

“Paradise World” is theoretically located in a very wide area with an adequate morphology for organic development and at the seaside.

The most **compact and economic figure** with respect to communications and organisation is a **circle**. For that reason, we believe the best choice would be a circle **inscribed in a square** that has its base on the coastline.

But the **idea might be very different from reality** when the definite place is found and this geometric outline is adapted to the real physical determinants of the geographic container.

So then, and according to what has been already exposed, we have a **square** with one of its sides resting **on the coastline** (See Figure - 1).

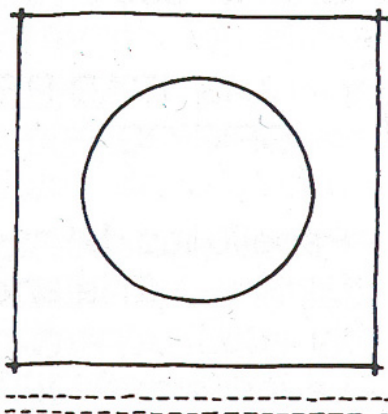


Figura - 1

This side of the square should measure some **10.000 linear meters** so that the **hotel buildings** -built on both sides of an axis of tourist attractions- have all their rooms facing the Sea.

This second step means that **another rectangle** (for tourist uses) is added to the initial geometry. (See Figure - 2).

The approximate dimension of **12 x 12 Km** provides us with the necessary surface -aprox.**15,000 ha**- if we consider other similar facilities that have already been built in **California, Florida, Japan, Paris, Spain, Durban**, etc. along with their respective Programs.

It seems rather obvious that the **facilities of the CITY OF TOURISM** should be located along the coastline.

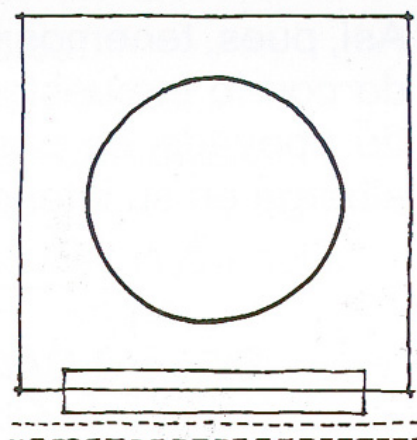


Figura - 2

The next step consists of locating the great **THEMATIC PARK** in the centre of the circle with enough room for the **Access Services** that are adjacent to the Tourist Area. Its global size measures some **2,000 net hectares** enclosed in a circle of some **5 km diameter**. The radial distance of this area is no more than half an hour walk.

The **initial geometry is enlarged** by this new destiny in the following way: (See Figure - 3)

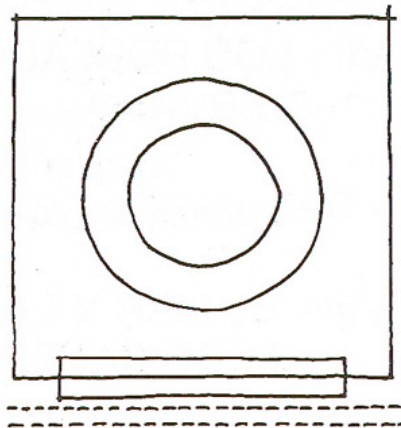


Figura - 3

From here on, the completion of the **Structural Outline** is defined by the master lines that originate in the square and its interior circle.

And this is how the **FOUR CITIES OF THE ARTS, SCIENCE, CRAFTS and SPORTS** are arranged.

The **THREE SERVICE VILLAGES** also occupy their predestined locations in the following way: (See Figure - 4).

The elongation of the master lines define the locations of the **investigation**, the **tropical forest** and the **tropical sea centres**.

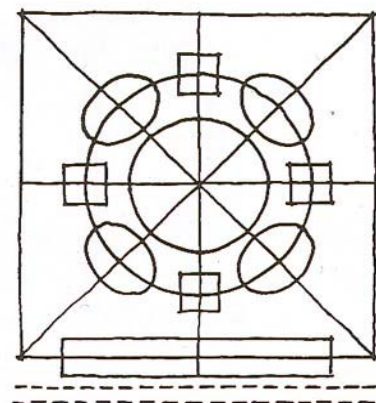


Figura - 4

COMMUNICATION NETWORK

Three types of communication networks are considered: network of **wheeled traffic**, **pedestrian ways** and a third network consisting of an **elevated monorail** that offers a view to the whole area.

NETWORK OF WHEELED TRAFFIC

It seems rather logical that the **CITY OF TOURISM is close to the beach** without any nearby highways.

The highway that must connect "**Mundo Paraíso**" with the **International Airport** on one side and with an **important city** on the other must run between the tourist area and the facilities of the complex. The building of a **distributor every 6 km** in the following way will do it: (See Figure - 5).

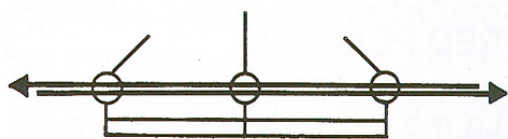


Figura - 5

internal ropaVILLAGES and the **THEMATIC PARK** is very simple. It conforms to the above-mentioned master lines that are joined by the internal baricentric lines and their radial lines -which distribute the accesses for services to the facilities of every complex.

And all of it with the opportune **gren protectionbands**

In this way, the **road network** has the following schematic configuration: (See Figure - 6).

The whole ensemble is surrounded by an **external ring road** that prevents through traffic -when going from one complex to the other or to any adjacent areas- and is also useful to put controls and watching pots in the accesses.

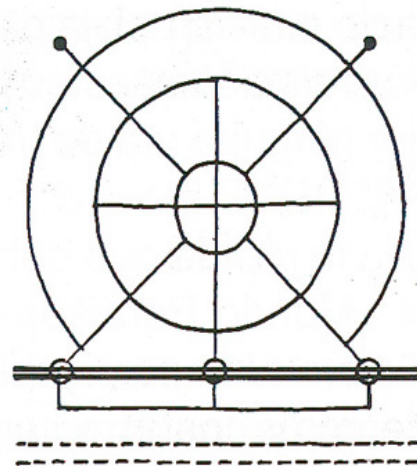


Figura - 6

PEDESTRIAN NETWORK

The **pedestrian network responds to the same criteria** as the internal road network but it complements it with lateral walks, sidewalks or lanes that subdivide the configuration of the road network.

MONORAIL NETWORK

This complex is huge and occupies an area often **bigger than many cities**. Tourists and employees require a fast transport that **does not divide the territory** and **does not pollute**. The visitor must be taken to the centre of every facility in a reasonable amount of time, while having the possibility to visit "**Paradise World**" with a first and superficial approximation.

It seems that an **elevated electric monorail system** accomplishes all the required requisites.

The layout would consist of a **circle** that **entwines the centres of the FOUR CITIES and VILLAGES**, complemented with **two double axes** that serve the **THEMATIC PARK** and the **CITY OF TOURISM**.

The **elevated monorail** system would also run **during the nights** in order to vitalise tourist services and night attractions.

The outline would be as follows: (See Figure - 7).

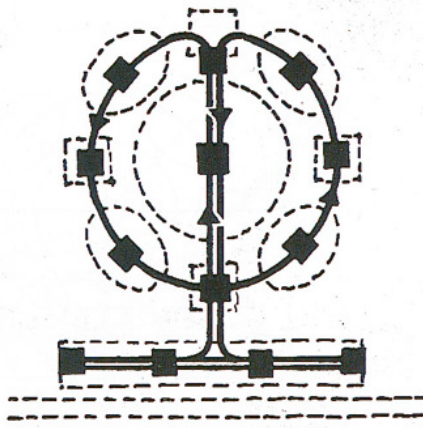


Figura - 7

The whole monorail network has some **60 linear kilometres** with **18 stops**. Running at a speed of **60 km/hour** and making **2 minutes stops** at every station, the circuit would be completed in **90 minutes**. This means that **five units** would accomplish the desired frequency of a **train every fifteen minutes**.

The time invested into **going from the centre** of the tourist area **to the centre** of the Thematic Park would be less than **10 minutes**.

USES AND FUNCTIONS

The **uses and functions** assigned to each one of the units conform to the previously mentioned Basic Program.

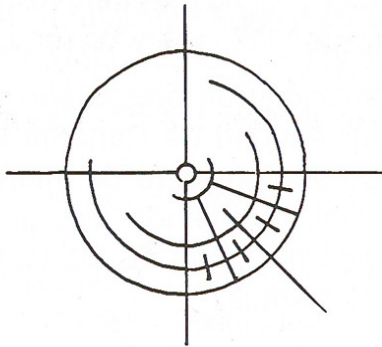


Figura - 8

The general approach consists on the creation of **circular circuits** that offer the visitor a constant change in perspective and that are **interrelated** with radial and **sub-radial elements**: (See Figure - 8).

THE TOURIST CITY would be based on a **longitudinal doubled axis**, which avoids the conflicts of left-turns, and lodges a **linear services and attractions centre** that opens to a comb shaped service network to serve hotels in the following way: (See Figure - 9).

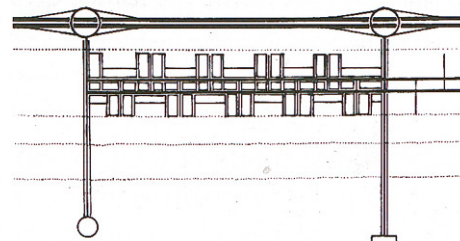


Figura - 9

It is duly complemented with **wide green penetrations** that lodge **light sports, solariums** and **swimming pools** and it is divided by numerous **pedestrian lanes** that connect the area with the beach and avoid the screen effect.

FLOW AND STAY OF VISITORS

According to the statistics of other similar facilities and, once the necessary extrapolations have been taken care of, the flow of people into "**Paradise World**" has been estimated with some **30,000 visitors per day**.

Taking into consideration that travel agencies usually offer **one-week packages**, these 30,000 visitors mean **around 4,500 newcomers every day**.

The most widely used transport will be the **plane (90%)** and less than a 10% will arrive by **boat** (the Channel's passengers). The international airport must be designed to receive a minimum of **30 Boeing 727 planes per day**.

The **tourist area** must, in consequence, be able to lodge -at its highest peak of development- some **30,000 people**. This means **30 huge hotels** with **500 double rooms** each or **60 hotels** with **250 double rooms** each.

With respect to **staff both in parks and tourist facilities** a **one-to-one relation** with respect to visitors is estimated. This means some **30,000 employees** -heads of household-

with 30,000 housings. Every **SERVICE VILLAGE** will consist of **10,000 housings** with a population of **40.000 to 45.000 inhabitants for each one** of them.

NET SURFACE DIMENSIONS

- CITY OF TOURISM	1,000 ha
- CITY OF SPORTS	450 ha
- CITY OF ARTS	450 ha
- CITY OF SCIENCE	450 ha
- CITY OF CRAFTS	450 ha
- THEMATIC PARK	2,000 ha
- ACCESS TO PARK	150 ha
- VILLAGE SERVICE 1	150 ha
- VILLAGE SERVICE 2	150 ha
- VILLAGE SERVICE 3	150 ha
	<hr/>
	5,400 ha
- PROTECTED NATURAL AREA	9,600 ha
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TOTAL	15,000 ha

5. FEASIBILITY STUDIES

After, a relation of the **Feasibility Studies**, that have been carried out, is lightly exposed:

- a) **Definition, foresse and intentions**
- b) **Tourism excellence clusters**
- c) Identification of **sucesful factors** in the case studies (scenarios, factors and aims)
- d) Description of the **current situation** (Inversions, Systems, Personnel and Resources)
- e) **Approches, alternatives, costs and benefits. Selection**
- f) **Feasibility:** Opportunities and Constraits
- g) **Strategic Action Plan**
- h) **Participation, Consensus building among stakeholders. Deeds**
- i) **Implementation**

6. HOW CAN ATTRACTIVENESS BE SUSTAINED

The **same becnhmarking technic** that have been used for definition of the action, is proposed to establish a **flexible strategy** that allows to **conserve the degree of attraction** of the touristic focus, in accordance with the actions made for this purpose by the mayor components of the selected “**Cluster of Excellence**”.

This procedure needs a **permanent monitoring** of the created **touristic focus** and also of the **diverse comparative examples** to be able to apply in real time the appropait solutions.