“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, cigarrettes, 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.

Historically, PANAMA received the first exploration in the 16th century 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 precolumbian cultures of Darién, Cloqué, Veraguas and Chiriquí without any highligthed 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 succeed 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.
Width: 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:

<table>
<thead>
<tr>
<th></th>
<th>From Atlantic to Pacific</th>
<th>From Pacific to Atlantic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grains</td>
<td>36,011,000 tons</td>
<td>2,714,000 tons</td>
</tr>
<tr>
<td>Petroleum</td>
<td>19,143,000 tons</td>
<td>10,886,000 tons</td>
</tr>
<tr>
<td>Fertilizers</td>
<td>10,044,000 tons</td>
<td>1,553,000 tons</td>
</tr>
<tr>
<td>Chemical</td>
<td>7,108,000 tons</td>
<td>2,830,000 tons</td>
</tr>
<tr>
<td>Timber</td>
<td>4,488,000 tons</td>
<td>3,455,000 tons</td>
</tr>
<tr>
<td>ADDITION</td>
<td>76,794,000 tons</td>
<td>21,436,000 tons</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>98,230,000 tons</strong></td>
<td></td>
</tr>
</tbody>
</table>

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, especially between the East or West Costs 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 collective 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:

<table>
<thead>
<tr>
<th>Years</th>
<th>Number of Tourists</th>
<th>Years</th>
<th>Thousand of Millions $ USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>540.000.000</td>
<td>1990</td>
<td>269</td>
</tr>
<tr>
<td>1996</td>
<td>575.000.000</td>
<td>1995</td>
<td>408</td>
</tr>
<tr>
<td>1997</td>
<td>600.000.000</td>
<td>2000</td>
<td>475</td>
</tr>
<tr>
<td>1998</td>
<td>620.000.000</td>
<td>2001</td>
<td>463</td>
</tr>
<tr>
<td>1999</td>
<td>640.000.000</td>
<td>2002</td>
<td>480</td>
</tr>
<tr>
<td>2000</td>
<td>686.000.000</td>
<td>2003</td>
<td>523</td>
</tr>
<tr>
<td>2001</td>
<td>684.000.000</td>
<td>2004</td>
<td>560</td>
</tr>
<tr>
<td>2002</td>
<td>703.000.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>691.000.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>760.000.000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOURISTS FORESIGHT

<table>
<thead>
<tr>
<th>Years</th>
<th>Number of Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>900.000.000</td>
</tr>
<tr>
<td>2015</td>
<td>1.100.000.000</td>
</tr>
<tr>
<td>2020</td>
<td>1.350.000.000</td>
</tr>
</tbody>
</table>
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:

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

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 piramid**.

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

<table>
<thead>
<tr>
<th>TOTAL TOURISM</th>
<th>HIGH LUXURY</th>
<th>LUXURY</th>
<th>MEDIUM</th>
<th>POPULAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>&lt;5%</td>
<td>~10%</td>
<td>~50%</td>
<td>&gt;35%</td>
</tr>
</tbody>
</table>

Finally, the **tipology 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 enable 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, visitor 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 tourist 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 ceases to amaze us.

Visiting PANAMA will be this and much more. You will find the courtesy and the kindnees of its people and a warmer welcome the moment you reached the country. Come to PANAMA and let us to 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 ATRACTION 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 the these distances, the creation of a VERY IMPORTANT touristic instalation with a GREAT QUALITY and, with a VERY ORIGINAL and SINGULAR THEMATIC
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 organisations 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 analized
b) Identification of the factors (success/failure)
c) Selection of paradigmatic excellence clusters 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 strategic plan to reach the foresaw objectives

3.3. INTERNAL AND EXTERNAL CRITICAL INTERACTIONS

In order 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) Environmental 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 choosed field, analizing its pros and cons and sumarising the reasons and procedures that make them to triomph. 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).

The approximate dimension of 12 x 12 Km provides us with the necessary surface -approx. 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.

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 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)

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 predes-tined 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**.

**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 Paraiso" 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).

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.

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).

![Figure - 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.
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).

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

5,400 ha

- PROTECTED NATURAL AREA 9,600 ha

**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 **successful 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 Constrants
- **g)** **Strategic Action Plan**
- **h)** Participation, Consensous building among stakeholders. Deeds
- **i)** Implementation

6. **HOW CAN ATRACTIVENESS BE SUSTAINED**

The **same benchmarking technic** that have been used for definition of the action, is proposed to establish a **flexible strategy** that allows to **conserve the degree of atraction** 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 appropaitae solutions.

Madrid-Panamá 2005