

THE PULSAR EFFECT

JULY 2002

"The peninsula of Yucatan MEXICO ,the development out of control and an unbalanced Society"

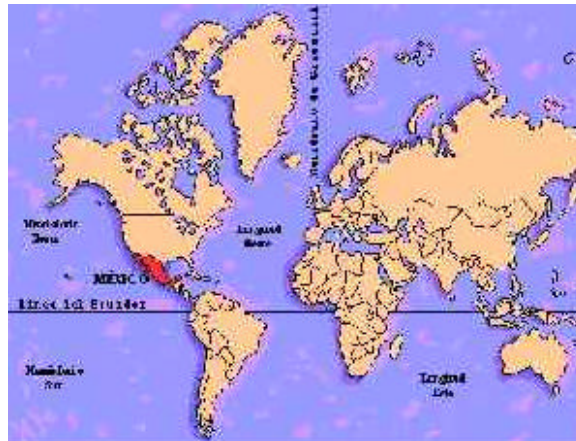
THE PULSAR EFFECT THROUGHT THE EYES OF THE TIME, AND IN THE SPECIFIC CASE OF THE DEVELOPMENT IN THE PENINSULA OF YUCATAN MEXICO, WITH THE INCREASE OF TWO FOCAL POINTS; **CANCUN**, AND **THE RIVIERA MAYA** , FROM NORTH TO SOUTH THROUGHT THE CARIBBEAN EAST COST OF THE PENINSULA OF YUCATAN.

THE TWO AREAS EXPANDING THE TOURISTIC AREAS, AND WITH THE DEMAND OF INFRASTRUCTURE AND RESIDENTIAL AREAS FOR THE PEOPLE WHO WORK IN THE "NEW DEVELOPMENTS"

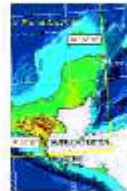
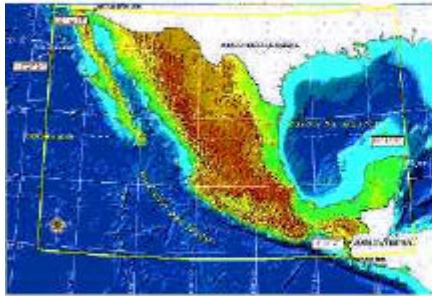
THIS DEMAND IS BIG, AND THE DEVELOPMENT OF THIS POINTS NON STOP, SO THE SOCIETY AND THE EXISTING "TOWNS" ARE OUT AND FAR FROM THE NEW DEVELOPMENTS , AND THIS MAKES A LOT OF PROBLEMS LIKE TRANSPORTATION FOR THIS PEOPLE, THE TIME FOR ARRIVE TO THE WORK, AND MAKES THE SOCIETY FEEL OUT OF THE AREAS AND THE DEVELOPMENT , ALSO EXIST THE DEMAND OF INFRASTRUCTURE FOR ALL THE AREA.

BUT FOR THE BEST COMPRENTION OF THE AREA I'LL START FOR SHOW THE LOCATION THE MEXICO IN THE WORLD, IN NORTH AMERICA, AND THE LOCATION OF THE PENINSULA OF YUCATAN IN THE EAST COST OF MEXICO, IN THE MEXICAN CARIBBEAN, AND THE LOCATION OF THE TWO AREAS : CANCUN AT THE NORTH OF THE PENINSULA, AND THE RIVIERA MAYA IS ALL THE AREA , STARTING FROM CANCUN, TO THE SOUTH, INCLUDING THE TOWNS OF PLAYA DEL CARMEN AND TULUM.

Location of Mèxico in the world



MEXICO AND THE PENINSULA OF YUCATAN



AS THE FIRST PART OF THE ANALISIS ,I'LL TALK FIRST ABOUT **CANCUN** ; IS LOCATED IN THE STATE OF QUINTANA ROO, IS THE YOUNGEST CITY OF MEXICO , AND THE NAME MEANS " NEST OF SNAKES" OR "SNAKE OF GOLD" , IN 1969 CANCUN WAS CONSIDERED FOR THE GOVERNMENT OF MEXICO THE PRIORITY PLACE FOR DEVELOP THE MAIN TOURISTIC DESTINATION IN MEXICO.

CANCUN WAS AN ISLAND ,START TO BE DEVELOPED IN THAT YEARS , AND NOW IS THE INTERNATIONAL CAPITOL OF TOURISM OF MEXICO.

CANCUN IN 1969

THIS PHOTOGRAPHY SHOW THE AREA OF THE HOTEL ZONE UNDER DEVELOPMENT IN THE BEGINING OF THE INFRAESTRUCTURE



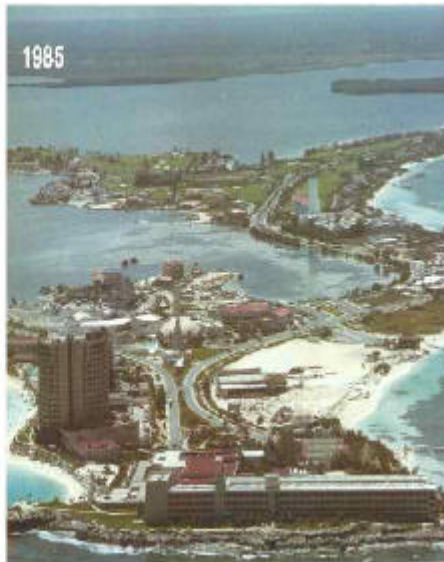
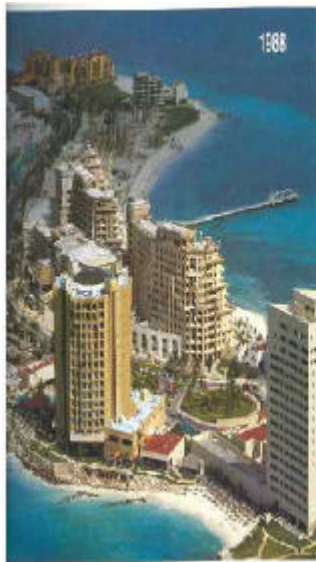


THIS PHOTOGRAPHY SHOW THE ACTUAL AREA WITH THE "BOULEVARD KUKULKAN" ;IS THE MAIN AVENUE ,AND RUNS FROM ALL THE HOTEL ZONE



IS EASY TO SHOW THE INCREASE OF THE MAIN POINT OF THE HOTEL ZONE IN CANCUN, AND THIS POINT IS "PUNTA CANCUN" AND IS THE HEARTH OF THE ACTIVITIES AND ENTERTAINMENT OF THE HOTEL ZONE.

PUNTA CANCUN (HOTEL ZONE)



CANCUN (HOTEL ZONE) IN 2001

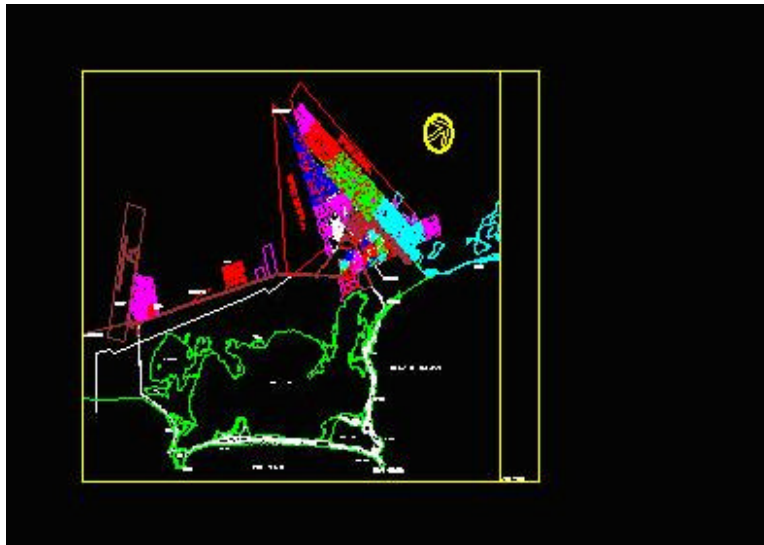


THE BEGINING OF THIS PROYECT CONSIDERED THE CREATION OF THE "SUPPORT TOWN" OR THE TOWN FOR THE PEOPLE CONSIDERED FOR WORK IN THE HOTELS , IN THAT YEAR 1969, START THE CONSTRUCTION OF THE TOWN AT THE SAME TIME THAT THE HOTEL ZONE

THIS IS THE ORIGINAL PHOYOGRAPHY OF THE CENTER OF THAT TOWN (1969) IN SHAPE OF HEXAGON , AND ARE 4 BLOCKS AND THE SQUARE IN THE MIDDLE IS THE EQUIPMENT AREA. (MARKET PLACE ETC.)



ACTUAL CITY OF CANCUN



THE SUCCESS OF CANCUN AS TOURISTIC PLACE BRING THE OUT OF CONTROL INCREASE OF THE CITY, AND THE ACTUAL SHAPE OF THE CITY IS DETERMINATED BY THE TWO MAIN HIGHWAYS THAT COMES TO CANCUN; THE ONE THAT COMES FROM MERIDA YUCATAN, AND THE ONE THAT CONNECT CANCUN WITH THE SOUTH OF THE STATE " THE CORRIDOR CANCUN- TULUM" THAT RUNS THROUGH THE CALLED "RIVERA MAYA"

THIS SCHEDULE SHOW THE INCREASE OF ROOMS IN CANCUN FROM 1983 TO 2000

| CANCUN BASIC TORISTIC INFORMATION 1983-2000 | | | | |
|---|-------------------|-------------|----------------------|-------------------|
| YEAR | Number of Roms | % Occupancy | Number of tourist | nights of stay |
| 1983 | 5,709 | 80.8 | 774,451 | 4.3 |
| 1984 | 6,106 | 72.1 | 698,142 | 4.5 |
| 1985 | 6,591 | 72.4 | 712,015 | 4.7 |
| 1986 | 7,028 | 81.0 | 852,582 | 4.8 |
| 1987 | 8,910 | 83.4 | 944,213 | 4.7 |
| 1988 | 11,891 | 56.0 | 829,944 | 5.1 |
| 1989 | 15,310 | 57.0 | 1,150,373 | 5.0 |
| 1990 | 17,470 | 68.0 | 1,565,954 | 5.2 |
| 1991 | 18,344 | 69.0 | 1,903,556 | 4.8 |
| 1992 | 18,376 | 75.0 | 2,046,529 | 5.0 |
| 1993 | 18,913 | 72.0 | 1,979,383 | 5.1 |
| 1994 | 19,998 | 69.0 | 1,963,806 | 5.1 |
| 1995 | 20,278 | 75.6 | 2,164,229 | 5.2 |
| 1996 | 21,097 | 77.9 | 2,311,640 | 5.2 |
| 1997 | 21,683 | 81.0 | 2,621,268 | 5.1 |
| 1998 | 23,581 | 76.4 | 2,664,199 | 5.0 |
| 1999 | 24,610 | 73.0 | 2,818,326 | 5.0 |
| 2000 | 25,434 | 73.8 | 3,044,682 | 4.9 |

THE PROYECT OF CANCUN THAT START WITH THE INVESTMENT OF THE INFRAESTRUCTURE IN 1969, START THE CONSTRUCTION OF HOTELS ,THIS INCREASE

THE HOTEL ROOMS SOME YEARS LATER, IN 1983 : 5,709 ROOMS , TEN YEARS LATER IN 1993: 18913 ROOMS ,(THREE TIMES MORE), IN THE YEAR OF 2000 THE DOUBLE :25,434 ROOMS , ACTUALLY ARE AROUND 28,000.00 ROOMS

CANCUN: PROCEDENCE OF TOURISM PER REGIONS

| CANCUN PROCEDENCE OF TOURISM PER REGIONS 1983 - 2000 | | | | |
|--|-----------|-----------|-----------|-----------|
| | 1997 | 1998 | 1999 | 2000 |
| FORAIGNER | 78.9 | 75.5 | 73.5 | 74.1 |
| USA | 55.5 | 56.1 | 54.4 | 57.5 |
| CANADA | 3.7 | 3.2 | 3.2 | 3.0 |
| CENTER Y SOUTHAMERICA | 8.2 | 7.2 | 4.2 | 3.7 |
| EUROPE | 11.0 | 8.6 | 11.2 | 9.3 |
| OTHERS | 0.5 | 0.4 | 0.5 | 0.6 |
| MEXICANS | 21.1 | 24.5 | 26.5 | 25.9 |
| TOTAL | 2'621,268 | 2'644,199 | 2'818,326 | 3'044,682 |

Fuente: Barómetro Turístico

THE INCREASE OF THE INDUSTRY OF TOURISM WITH PEOPLE FROM ALL THE WORLD COMING TO CANCUN, OBVIOUSLY MEANS THE INCREASE OF THE ORIGINAL TOWN TO THE ACTUAL CITY, THE ACTUAL CITY HAD THE ORIGINAL MASTER PLAN BY THE GOVERNMENT , THAT WAS TO SMALL, THE DEVELOPMENT OF SOME AREAS BY THE GOVERNMENT IS TO SLOW, AND THE GROWING OF THE CITY OUT OF CONTROL MEANS THE CREATION OF NEW AREAS OUT OF THE LAW REGULATIONS, WITHOUT PERMITS, AND FOR CONSEQUENCE WITHOUT INFRAESTRUCTURE

AREA WITHOUT INFRAESTRUCTURE



CANCUN DOWNTOWN



THE GOVERNMENT HAS TO FIGHT WITH THE ACCELERATED INCREASE OF POPULATION AND THE DEMAND OF SERVICES , THE LAST MASTER PLAN OF CANCUN IS FROM 1993, AND THE ORIGINAL USE OF LAND IN THE DIFFERENT AREAS HAS BEEN MODIFIED BY THE NEWS REQUIREMENTS OF THE CITY , THE ORIGINAL RESIDENTIAL AREAS , NOW ARE COMMERCIAL AREAS, LIKE STORES AND OFFICES .

IN 1969, THE POPULATION WAS AROUND 40,000.00 CITIZENS IN ALL THE STATE ,AND ALL THEY CONCENTRATED ONLY AT THE SOUTH OF THE STATE, POPULATION IN CANCUN WAS IN 1998 492,000.00 CITIZENS ,51% OF THE TOTAL OF THE STATE, IN 1998 THE HIGHEST INCREASE PERIOD IN CANCUN WAS 29 % OF INCREASE PER YEAR, TODAY THE CITIZENS IN CANCUN ARE 700,000.

ONE OF THE PROBLEMS OF CANCUN IS THAT THE MIGRATION OF THE PEOPLE OF ALL THE COUNTRY TO THIS PLACE , BRING THE DIVERSITY OF HABITS , THE PEOPLE COMES MAINLY FROM THE STATES OF YUCATAN, VERACRUZ, GUERRERO, TABASCO, CAMPECHE AND FROM MEXICO CITY.

THE MIGRATION FROM THE STATE OF YUCATAN CREATE AN **UNBALANCED SOCIETY** IN THE PENINSULA, THIS MEANS THAT THE NEW FAMILIES LIVE IN A NEW AREAS IN CANCUN, AND LEAVE ITS ORIGINAL TOWNS ,THIS NEW AREAS WITH THE FAMILIES OF DIFFERENT CITIES AND DIFFERENT HABITS.

THE CONSEQUENCE IN THE PENINSULA IS THAT THIS MIGRATION FROM ALL THE SMALL TOWNS LEAVE THIS PLACES WITHOUT LABOUR , AND THE CONSEQUENCE OF THE NON DIVERSIFICATION OF THE INDUSTRIES MAKE THE TOURISM INDUSTRY THE MAIN ENGINE OF THE PENINSULA.

AS THE SECOND FOCAL POINT I'LL TALK ABOUT **THE RIVIERA MAYA** WITH IT'S HEART , PLAYA DEL CARMEN IS THE MAIN TOWN IN THE MIDDLE OF THE RIVIERA MAYA , WITH THE MAXIMUM INCREASE AND DENSITY IN THE RIVIERA.

THE TOTAL OF ROOMS IN THE RIVIERA ARE AROUND 20,000.00 AT THIS YEAR ONLY 5000 LESS THAN CANCUN, THE MAIN LOCATIONS ARE PLAYA DEL CARMEN IN THE MIDDLE OF

THE RIVIERA WITH AROUND 9500 FOR THIS YEAR, AND PUERTO AVENTURAS WITH AROUND 3000 ROOMS. ALMOST THE 30% OF VISITORS ARE FROM GERMANY, AND ALMOST THE 30% ARE FROM THE UNITED STATES OF AMERICA.

THIS LIST SHOW THE NUMBER OF HOTELS. AND ROOMS PER LOCALITY

| RIVIERA MAYA HOTELS PER LOCALITY JANUARY 2001 | | |
|---|--------------|--------|
| Locality | No.OF Hotels | Rooms |
| PUERTO MORELOS | 15 | 296 |
| PLAYA PARAISO | 2 | 438 |
| PLAYA DEL CARMEN | 162 | 8,562 |
| PAAMUL | 1 | 10 |
| PUERTO AVENTURAS | 13 | 2,422 |
| CHEMUYIL | 2 | 54 |
| XPU-HA | 2 | 524 |
| AKUMAL | 20 | 1,528 |
| TULUM | 34 | 672 |
| BOCA PAILA | 1 | 9 |
| KANTENAH | 1 | 177 |
| PLAYA DEL SECRETO | 1 | 4 |
| PUNTA BETE | 1 | 6 |
| PUNTA BRAVA | 1 | 120 |
| PUNTA MAROMA | 1 | 36 |
| XCALACOCO | 1 | 362 |
| TOTAL | 258 | 15,220 |

THIS GRAPHIC SHOW THE PROCEDENCE OF THE TOURISM TO THE RIVIERA MAYA

THIS INCREASE IN ROOMS , NEED MORE “ SUPPORT TOWNS” FOR THE LABOUR , AS LIKE THE CASE OF CANCUN, THIS NEW TOWNS MOST BEEN LOCATED THROUGHT THE RIVIERA MAYA IN DIFFERENT LOCATIONS, AND SOME OF THEM ARE LOCATED IN FRONT OF THE MAIN TOWNS LIKE PLAYA DEL CARMEN AND PUERTO AVENTURAS

IN THE CASE OF PLAYA DEL CARMEN THE MASTER PLAN WAS ELABORATED FOR THE LANDS OF THE GOVERNMENT THAT ARE THE LANDS BETWEEN THE HIGHWAY AND THE COAST, BUT THE AREA AT THE WEST SIDE OF THE HIGHWAY IS A LEGAL POSESION OF (EJIDOS) THAT MEANS LANDS FOR AGRICULTURE , THAT THE GOVERMENT GAVE TO THIS GROUP CALLED (EJIDATARIOS), THE NON PLANEATION AND THE NON PREVENTION IN THE LAWS, GAVE TO THIS PEOPLE THE OPTION OF “SALE “ THIS LANDS, LANDS THAT ARE OUT OF THE MASTER PLAN, AND NOW THIS HAS BEEN TAKEN FOR THE PEOPLE FOR BUY LOTS FOR BUILD HOUSES , AND THIS AREAS IT DOES'NT HAVE INFRAESTRUCTURE AND SERVICES BECAUSE ARE NOT CONSIDERED IN THE PLANS OF THE GOVERNMENT WHO CAN'T STOP THIS SALES AND THIS OUT OF CONTROL EXPANSION

PLAYA DEL CARMEN DOWNTOWN



PUERTO AVENTURAS IS A GOOD EXAMPLE OF PLANNING BECAUSE THIS PLACE
 COSIDERED SINCE THE ORIGINAL MASTER PLAN THE USE OF LAND FOR A RESIDENCIAL
 AREAS FOR WORKERS , PEOPLE WHO WORK IN THE HOTELS AT THE DEVELOPMENT
 MARINA IN PUERTO AVENTURAS



THE PULSAR EFFECT IS FOR THE PLANNERS IN OUR TIMES ONE OF THE MOST IMPORTANT EVENTS FOR THE DEVELOPMENT OF THE CITIES, OUR POINT OF VIEW ABOUT PLANNING MUST BE OBJECTIVE IN THIS SPECIFIC CASES, THE PLANNERS AS IMPORTANT PART OF THE DEVELOPMENT OF THE CITIES, HAVE TO WORK IN VISUALIZE AND PLANNING FOR EACH EVENT, AS VISUALIZE THE SUCCESS OF SOME PROJECT LIKE THE CASE OF CANCUN AND WORK IN THE LAWS FOR KEEP THE RESERVES OF LAND FOR THE FUTURE EXPANSION OF THE CITY, AND WORK IN THE PROPOSAL OF USE OF LANDS AND ECOLOGICAL RESERVES IN THE SPECIFIC CASES AFTER THE GENERAL STUDIES OF THE PROJECT, AND BE OBJECTIVE ABOUT HOW THIS EVENTS OF EXPANSION AFFECT THE SPACE IN THE PRESENT BUT IN THE FUTURE TOO. HAVE TO BE WORRY ABOUT THE DEMAND OF INFRASTRUCTURE, AND THE TOOLS OF CONTROL FOR DO OF EACH EVENT AN IMPORTANT PART OF THE ORIGINAL CONTEXT, HAVE TO WORK IN HOW THE PROCESS OF BACK TO THE NORMALITY MOST MINIMIZE THE EFFECT AND BE READY FOR THIS PROCESS.

IN THE SPECIFIC CASE OF THE PENINSULA OF YUCATAN THIS EVENTS ARE MADE FOR SPECIFIC REASONS, THE INVESTMENT FOR EACH EVENT SOMETIMES START FROM THE LOCAL GOVERNMENT, OR AS PART OF THE GLOBALIZATION, THE EFFECT MOST OF THE TIMES IS NOT PART OF THE ORIGINAL PLANNING OF THE CITY, SO THIS MAKES A REAL DIFFERENCE BETWEEN BE A DEVELOP CITY OR NOT, THE DEMAND OF INFRASTRUCTURE AND SERVICES IN THIS CASE IS THE MOST IMPORTANT PART OF THE PLANNING.

THE EFFECTS IN THE SOCIETY AFFECT THE STRUCTURE AND THE FEELING OF THIS SOCIETY BECAUSE THE BIG INVESTMENTS IN SPECIFIC PLACES DON'T SUPPORT THE DEVELOPMENT OF THE ORIGINAL CITY, AND THIS AFFECT THE PERCEPTION AND THE INTEGRATION OF THIS SOCIETY AS SHOW THE GRAPHICS OF THE INCREASE OF INVESTMENTS (HOTELS) AND THE CONSEQUENCE OF THE INCREASE OF POPULATION

AFTER THE EVENT, THE CITY AND THE SOCIETY LIVE THE PHASE OF VISUALIZE HOW MUST BE NORMAL, MOST BE SLOW OR FAST IN DIFFERENT CASES, THIS MAKES THE DIFFERENCE IN PLANNING, THE EVENTS ARE ONE SPECIFIC PERIOD OF TIME, BUT THE CITY HAVE TO CONFRONT THE DEMAND OF THE SERVICES, THE DEMAND OF LABOUR, AND IN THIS REGION THIS EFFECTS ARE THE NEW CONCEPT OF THE AREA TO THE WORLD, AND MUST BE CITIES WITH PLANNING AND ALWAYS UNDER CONTROL.

THE INFRASTRUCTURE IN THE CASE OF THE DEVELOPMENTS IS ALWAYS FINANCING FOR THE INVESTOR OR IN SOME CASES FOR THE GOVERNMENT, LIKE THE CASE OF THE HIGHWAY THROUGH THE RIVIERA MAYA FROM CANCUN TO TULUM, BUT THE AREAS FOR RESIDENCES OF WORKERS MUST BE DEVELOPED BY LOCAL INVESTORS WITH OUT RESOURCES SO IS ALWAYS SLOW THIS INCREASE AND THE TOTAL AREA KEEP UNBALANCED.

THE COST OF INFRASTRUCTURE IS ONE OF THE ELEMENTS FOR THE EVENT, AND AT THE END OF THE EVENT THE PROFIT OF THE INVESTORS SOMETIMES DON'T SUPPORT THE DEVELOPMENT OF THE CITY AND THE COMMUNITY, SOMETIMES THE BIG SEASON OR THE LOW SEASON IN THE CASE OF THE REPEATS DON'T KEEP THE BALANCE OF THE SOCIETY.

IN THE CASE OF TOURISM, HIGH SEASONS MAKES THE MIGRATION OF LABOUR IN THE REGION, AND THIS INCREASE THE DEMAND OF SERVICES AND INFRASTRUCTURE, THE EVENTS IN THE ACTUAL AND FORMAL PROCESS OF STUDY MUST BE VISUALIZE IN A DIFFERENT PERSPECTIVE AND FIND NEW METHODS OF CONTROL, LAWS AND NEW POINTS OF VIEW, AND PARTICIPATION.

**ARCHITECT EDUARDO DE JESUS ORTIZ JASSO
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