

Fried Chicken (52), Burger Boy (49), VIPS (47), Anderson (38), Sanborn's (37), Woolworth (26), Denny's (22), Tok's (21) and McDonalds (7).

5. INVESTMENTS AND FINANCING

Total private and public investment in the tourism sector between 1985 and 1988 amounted to a total of \$2.6 billion. Of this amount, \$585.7 million were invested by the public sector, \$548.6 million by private hotels and the remaining \$1.5 billion by other investors. The geographical distribution of the total amount invested was in the resorts of Huatulco (27%), Cancún ((20%), Loreto (18%), Los Cabos (16%), Ixtapa (11%) and other areas. It is interesting to note that public investment was concentrated in developing the new areas of Huatulco and Loreto, while private hotel investment was largest in Cancún and Ixtapa, the proven resorts. In 1989, total investment in tourism amounted to \$750 million and 30% of total foreign investment in Mexico was in this sector.

The Government owned National Fund for the Promotion of Tourism (FONATUR) was created in 1973 to provide financing to the tourism sector. These funds have predominantly been oriented towards the construction, remodeling and broadening of hotels, however they are also used to build hotel condominiums, time sharing establishments, restaurants and bars, for guides-chauffeurs, car rentals, travel agencies, tourism marinas and other projects related to this industry.

FONATUR has created five tourism centers in the last 15 years: Cancún, Ixtapa-Zihuatanejo, Los Cabos, Loreto and Huatulco, and so far has installed over 150 hotels and 25,000 rooms. According to FONATUR, in order to achieve the new plans envisioning the construction of 50,000 hotel rooms in the next four years, for every dollar invested in tourism infrastructure -new highways, sewage systems and initial hotel construction-, another ten dollars will have to come from private investors. Usually, FONATUR makes the initial investment and then sells off its equity interests in hotels to private investors who were unable or unwilling to invest initially.

The following table shows financing granted by FONATUR between 1984 and 1989: