

6. PROJECTS (3)

The National Development Program for the 1989-1994 period identifies tourism as one of the most important areas to be developed, since it still has a large potential. The objectives for the period are to increase and improve existing tourism facilities, increase the flow of both national and international tourists and therefore generate employment and foreign exchange income. Other areas stressed are to improve service qualitatively through training, increase security for tourists, increase the number of incoming flights and road traffic, develop nautic tourism through cruisers and marinas, promote a more uniform hotel occupancy throughout the year, promote private and state investment, review the legal framework and strengthen the operation of FONATUR.

The targets set for the 1989-1994 period are:

- 50,000 additional hotel rooms
- 100,000 additional beds
- 10 million foreign tourists to Mexico by 1994
- Total foreign exchange income from tourism of \$5 billion in 1994
- 100,000 visitors through recreative ships
- 1,392,000 visitors via cruisers
- 50,000 visitors by private airplanes

In order to reach this, a total investment of \$4.5 billion is expected to be needed. The areas identified for development in the 1990-1994 period are Huatulco, Nuevo Vallarta, Los Cabos, Loreto, Ixtapa-Zihuatanejo and the coasts of Quintana Roo, in particular Tulum. Cancún is expected to have 24,000 rooms by the year 2,000 and attract two million visitors. Three aspects are important to boost Mexico's tourism industry: promotion, transportation and hotel rooms.

The federal government has created a new formula to develop certain tourism areas through the development of infrastructure and the preparation of a massive supply of land to be sold to private investors, both national and foreign, who will then develop the suprastructure of the resort and strengthen its image. Each of the ten proposed megaprojects will be a self-sufficient tourism complex with its own airport, roads, marina, electric generators, water supply, gardens, church, hospital and workers houses, in addition to hotels, restaurants, boutiques, shopping centers, museums, sports facilities and other entertainment centers. It is estimated that these projects will generate 55,000 direct employments and 125,000 indirect ones and that they will attract 1.5 million foreign tourists and \$800 million in income, as well as 700,000 local tourists and \$500 million in income.

3. This section of the study was not updated in December 1991.