

PUERTO VALLARTA AIRPORT: FACTOR OF NATIONAL AND INTERNATIONAL TOURISM BOOST

Erika Patricia Cárdenas Gómez

Colegio de Jalisco, México
erika.cardenas@coljal.edu.mx

In this first part the paper mention that transport is necessary to build bridges of union between various regions. Today with economic vocation industrial cities have been the need for efficient media both to be sent of inputs that require as low to position their products on the market, in the shortest time and cost low. For his part, tourist cities also require different modes of transport and means of communication, including the air, to attract visitors who with their stay at the place they generate an important economic impact. Air transport facilitates the arrival of tourists coming from distant places. This document discusses the importance of the Puerto Vallarta airport to attract tourists.

Several studies have pointed out the relationship that exists between the developments of air transport with the increase of the tourism of masses. Thus, Douglas Pearce (1988: 20 and 21) points out that advances in aviation technology have led to international, transatlantic and island travel boom. This relationship has altered the behavior of tourist flows, and these in turn modified models of development of regional economies. The people let agriculture and fisheries activities by betting it on tourism.

It should be recalled that the first air travel without warring purposes were chartered by the U.S. military mobilized in Europe to take advantage of their periods of permission; then the need to extend the service to the families of officers and then to the rest of the soldiers was until at the end of the 1940 extended the scope of the use of this means of transport (Gilabert, 2011: 47). With the advances in air transport people was able to travel to distant sites or places which were difficult to reach by other means. In addition, with the passage of time the airlines have established specifically itineraries and destinations, so the air service has been established on a regular basis (Mathieson and Wall, 1990: 30).

Now, at the same time that was instituted the air transport airports; were built at the beginning were modest and simple to complex cities that have become (Ortega, 1989: 9). Currently, there are hub airports, its air terminals that distributed to passengers. This type of airports marked economic differences between countries and regions.

The second part is about the history of air transport in Puerto Vallarta goes back to the year of 1931 when the sky was crossed by a plane. It was a device dilapidated with the fuselage tied with wires and was piloted by Charles Bogham. There is no doubt that this

was important because, to reach this single village was done by boats, which periodically arrived or bridle paths and in times of drought. In this way, air transport joined Puerto Vallarta, mainly, with the city of Mexico, Guadalajara and Mascota. Although, it is important to mention that is until 1934 when it was established an air route through the work of the brothers Fierro.

In this history of air transport in Puerto Vallarta there have been ups and downs because there have been years where ceased aeronautical activities like in 1941 and 1952. However, he returned to boom in the year of 1954 when it enters Mexicana de Aviacion operations in this territory. The company encouraged the construction of an airport and extensive contact with other cities. In 1965 was instaled in Puerto Vallarta Aeronaves de Mexico then known Aeromexico in Puerto Vallarta (Bahía de Banderas a futuro, 2001: 166).

The interconnection of the airport was encouraging and promising results when in 1966 went to Puerto Vallarta 27 thousand tourists by plane. For 1970 the number of visitors increased. Monthly flocked to the coastal town around 17 333 visitors to a town whose population for those years was 25 178 habitants (Requerimientos de Obras, 1971: s/p). In the late 1960's and early 1970's the air terminal in Puerto Vallarta contacted the international destinations of Los Angeles, Las Vegas, Phoenix, Tucson and Houston. While national destinations were: La Paz, Tijuana, Mexico, Guadalajara, Mazatlan and Acapulco (Requerimientos de Obras, 1971: s/p).

In that period was ushered in the elite tourism. It attracted exclusively to jet-set national and international personalities. The presence of these figures served as the support lever to strengthen the local economy, having as scenario the founding city and the area south of the city (Chavoya, *et al.*, 2010: 73). With the passage of time is massified Puerto Vallarta as a tourist destination and where has had a fundamental stake its airport.

Other factors that were also involved in the take-off of Puerto Vallarta as a tourist destination were: the commemoration of the centenary of the Foundation of Puerto Vallarta (1951); the filming of «La noche de la Iguana» (1963); Francisco Medina Ascencio rose to Puerto Vallarta to range of city (1968); the meeting of the Presidents Richard Nixon and Gustavo Díaz Ordaz in Puerto Vallarta (1971); and the creation of the Fideicomiso Bahía de Banderas, in order to regularize the land and give certainty to the investor (1970) (Montes de Oca, 2001: 225-314).

On the importance of the terminal area in Puerto Vallarta Núñez and Scartascini mentioned that the airport along with the port and a residential neighborhood detonated not only tourism growth in Puerto Vallarta but in territory of the Nayarit town of Bahía de Banderas (Núñez *et al.*, 2010: 17). Major hotels and tourist developments are built today in this municipality. The importance of Puerto Vallarta is because the majority of the tourists must highlight foreigners prefer the aircraft as a means of transport.

In the third part mentioned that current Puerto Vallarta airport was first built in 1966 when the then President of the Republic ordered its construction with an investment of 45 million pesos and was inaugurated on August 20, 1970. It was given the name of President Gustavo Diaz Ordaz (Medina, 1966: 23). It should be emphasized that where sits belonged to ejidal lands that are expropriated to create spaces for tourism with the aim of improving the accessibility of tourist center (Gilabert, 2011: 114).

It is important to note that in its history the «Gustavo Diaz Ordaz International Airport» some improvements have been made him. Normal process faced by airports. In addition, this terminal had a privatization process in 1998, when together with other 11 air terminals were under the administration of the Grupo Aeroportuario del Pacífico, GAP.

Today at the Puerto Vallarta airport operate 19 airlines. The main ones are: Alaska Airlines, United Airlines, Grupo Aeromexico, Interjet, and Westjet. These, as well as the others arrive to 40 destinations; the most popular are city of Mexico, Los Angeles, San Francisco and Phoenix (GAP, 2012: 85). The period covering 1992 - 2011 notes that there was a castle of roles with respect to domestic flights and international who has attended the Puerto Vallarta airport. Initially the number of domestic flights that arrived, but after 2004 was further increased the number of international flights.

The air terminal in Puerto Vallarta annually attends on average two million and media users. The majority comes from the United States and in lower half of Canada. It is worth mentioning that from 2009 the Puerto Vallarta Airport reported a drop in passengers. This is mainly due to the economic problems in North America, to the perception of healthcare and public insecurity in the country, the rise in the prices of fares on some airlines, among others. The absence of tourists affects the metropolitan zone. Federal, State and municipal governments and businessmen have signed agreements with several operators, such as Apple Vacation, Funjet and Transat in order to encourage the arrival of vacationers.

It's been several years of the birth of Puerto Vallarta as a tourist centre of international court and however they keep coming to its air terminal several million visitors. This is due to two reasons. The first is that many users go to some of the tourist developments that are located in the municipality of Bahía de Banderas, Nayarit. The second is due to the fact that several of the tourists have houses of second homes in the metropolitan zone of Puerto Vallarta, so that your stay is recurrent.

