

Cancun, mexico



I. The location of Cancun is very strategic.

A. It is located on the Yucatan Peninsula of Mexico. 1. It is a very popular tourist destination in the Caribbean. 2. It is also being developed and supported by the Mexican government as a tourism and hospitality center.

B. Cancun is a part of Quintana Roo, a state of Mexico in the east. 1. It is the capital of the municipality of Benito Juarez. 2. The place is bordered by Women Island or Isla Mujeres in the vernacular, the Caribbean and two important lagoons—Nichupte and Bojórquez. 3. Two bridges connect the commercial section of the city where hotels, shops and restaurants can be found.

II. Cancun's historical development is replete with the support of government and the investment of private individuals and entities.

A. Cancun became a city in 1972 although its development formally started in 1970. 1. Its population is now around 600, 000, composed mainly of Mexicans. 2. A part of its population consists of Americans and Europeans.

B. The government started financing only eight hotels but investors from all over the world went to Cancun to finance several hotels. 1. The city government continues to support Cancun by providing services to tourists and visitors while maintaining orderliness and cleanliness in the city. 2. Part of the city government's job is to keep squatters at bay.

C. Hurricane Wilma paid a visit to Cancun in late 2005 and damaged most resorts and tourist installations.

III. The tourist industry in Cancun is thriving.

A. The number of tourists visiting Cancun yearly is four million. 1. There are 190 flights daily that deliver visiting tourists. 2. Tourists enjoy the good beaches of Cancun. 3. Visitors to Cancun consist of foreigners but around 37% of tourists are Mexicans.

B. There are various hotels and restaurants that serve tourists in the area. 1. There are around 140 and 380 restaurants. 2. Various hotels cater to different income levels of tourists and there are expensive ones such as Ritz-Carlton.

IV. The prospect of the tourism industry in Cancun is good.

A. The tourist industry is booming and with good promotions and marketing, the industry will continue to grow. 1. The players in the tourism industry, however, need to make sure that they are prepared with emergencies such as hurricanes and earthquakes. 2. Given the threat of global terrorism, precautions should also be done to assure tourists of their safety.

B. Further development and the introduction of improved facilities will also go a long way in Cancun becoming one of the best tourist destinations in the world. 1. Developments and improvements will attract tourists further

C. Through the tourism industry, Cancun, in particular and Mexico, in general will benefit from the profits that the industry brings. 1. The profits from the industry can be used to further develop Cancun 2. This will also help the economy of Mexico become more competitive. 3. The industry also provides jobs to hundreds, if not thousands of people in Cancun and the rest of Mexico.