

# SUPERSUDACA

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<http://supersudaca.org/blog/>  
Santiago, Chile

## AL CARIBE!

Category: speculations / representations

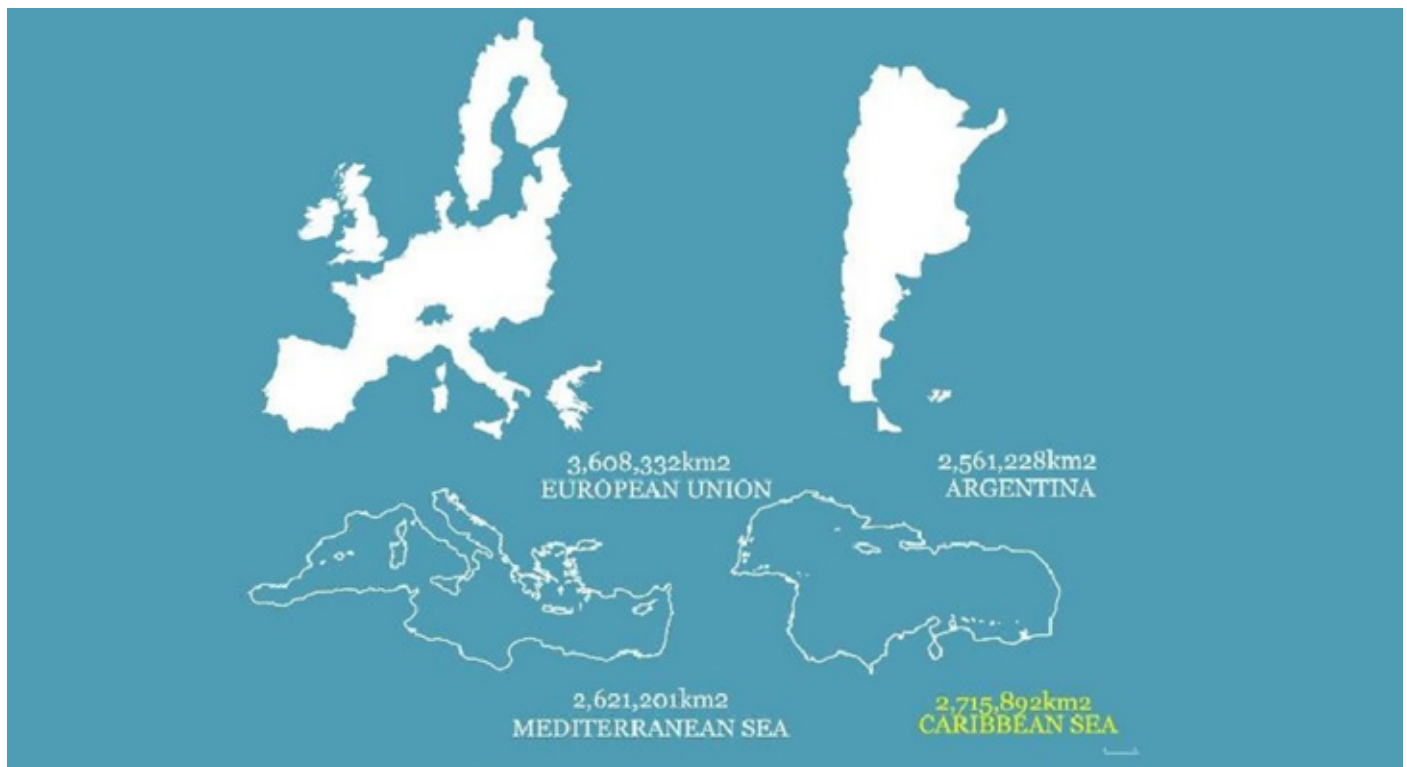
Location: Mar del Caribe

Project Year: 2008

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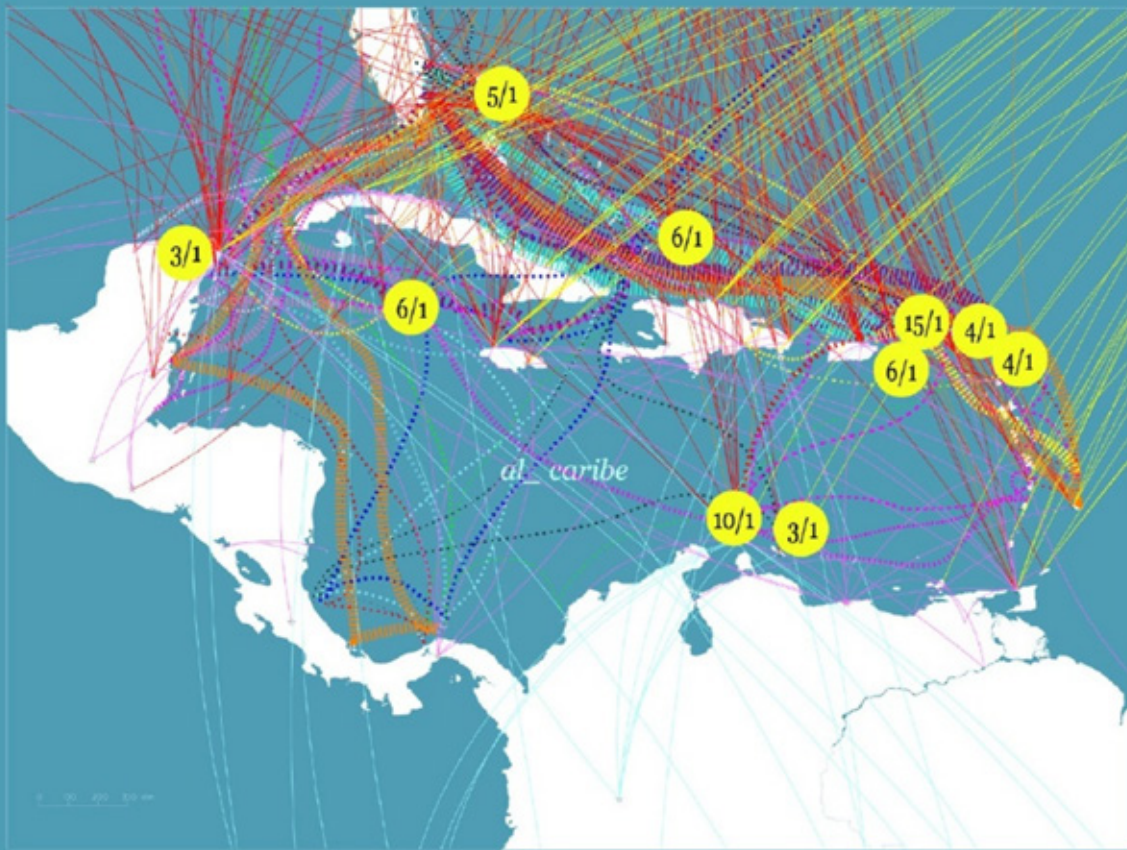
“The project tries to answer by looking for ways to increase the economic and social benefits in relation to the exploited destinations but also control the environmental impacts that tourism continuously generates”.



Al Caribe! is an investigation carried out for the group Supersudaca in 2008, which tries to open a reflection on the impacts and possible scenarios that tourism is producing in the Caribbean region. The region currently stands out for having the highest rate of tourist penetration worldwide. The prevailing model of tourism is the ‘all inclusive’ that bets for a total seclusion of the resorts from its surroundings, defined for the authors as a ‘fuck the context’ guided by marketing subjects. The case of the Riviera Maya TM is presented as a flagship

destination in the Caribbean, with a strip of 140 km of infrastructure endowed with mega resorts hidden behind jungle and walls on one side of the highway and invisible neighborhoods of workers on the opposite side. Cuba also appears as another case study in which speculation is accompanied by a constant difficulty to plan the growth due to two scenarios always present: without embargo / with embargo. For this reason, the island has become the most aggressive model of separation between tourists and locals, establishing strict

planning regulations that aim to protect the environment and the national economy. If tourism accounts for one of the biggest sectors of the world economy, and cruise tourism is its flagship industry, at what costs will tourism develop in the future? The project tries to answer by looking for ways to increase the economic and social benefits in relation to the exploited destinations but also control the environmental impacts that tourism continuously generates.



Saint V

x/1

X tourist/ 1 resident



# From Sugar Plantations to Textile Maquiladoras to Tourism



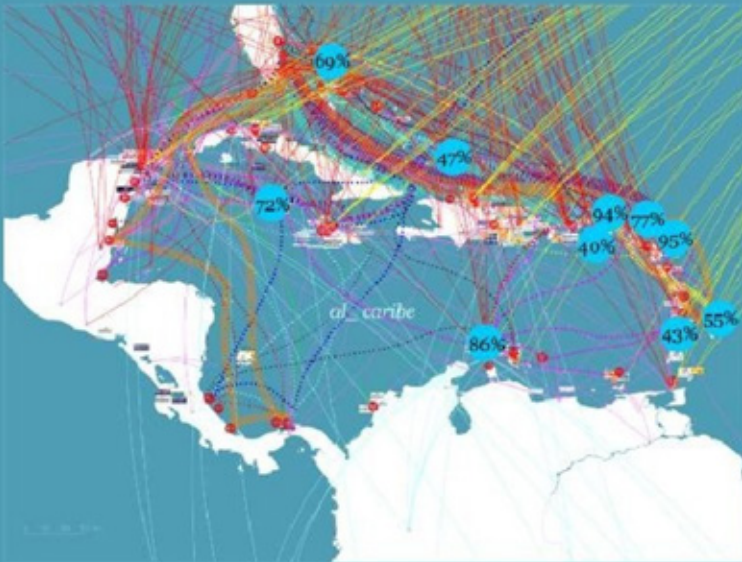
international direct flights



\*Interestingly, those airplanes don't go back to Europe and the U.S. empty. In places like Dominican Republic for example the emigrants remittances equal the income generated from tourism. Special development areas sponsored by government and international organizations appeared like Cancun, Punta Cana, Puerto Plata or Varadero.



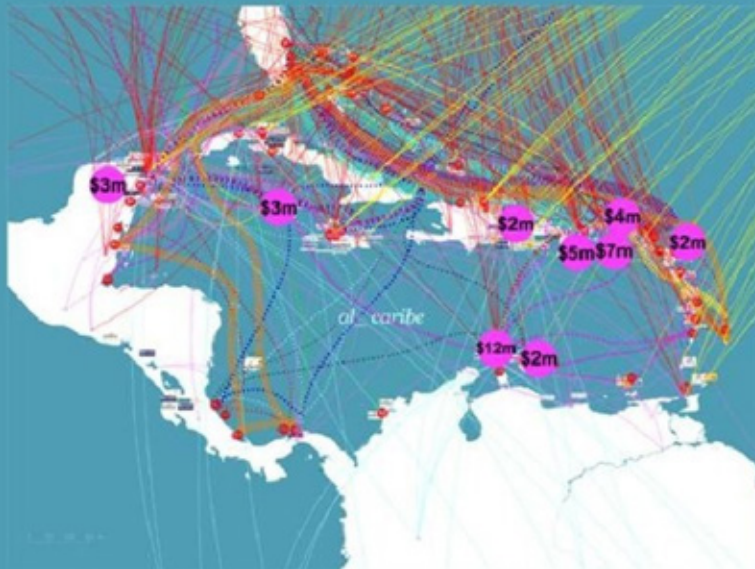
# 100% tourism?



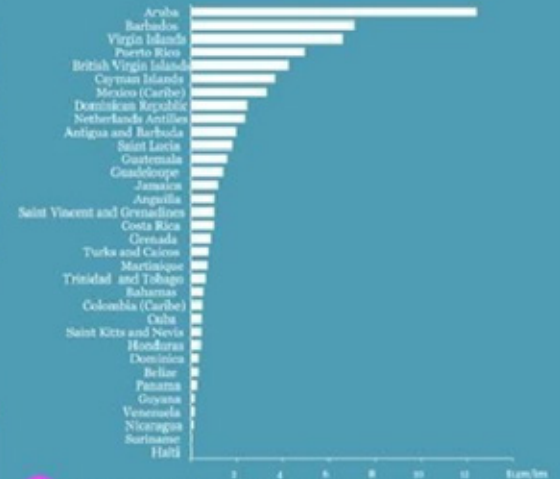
tourism dependency



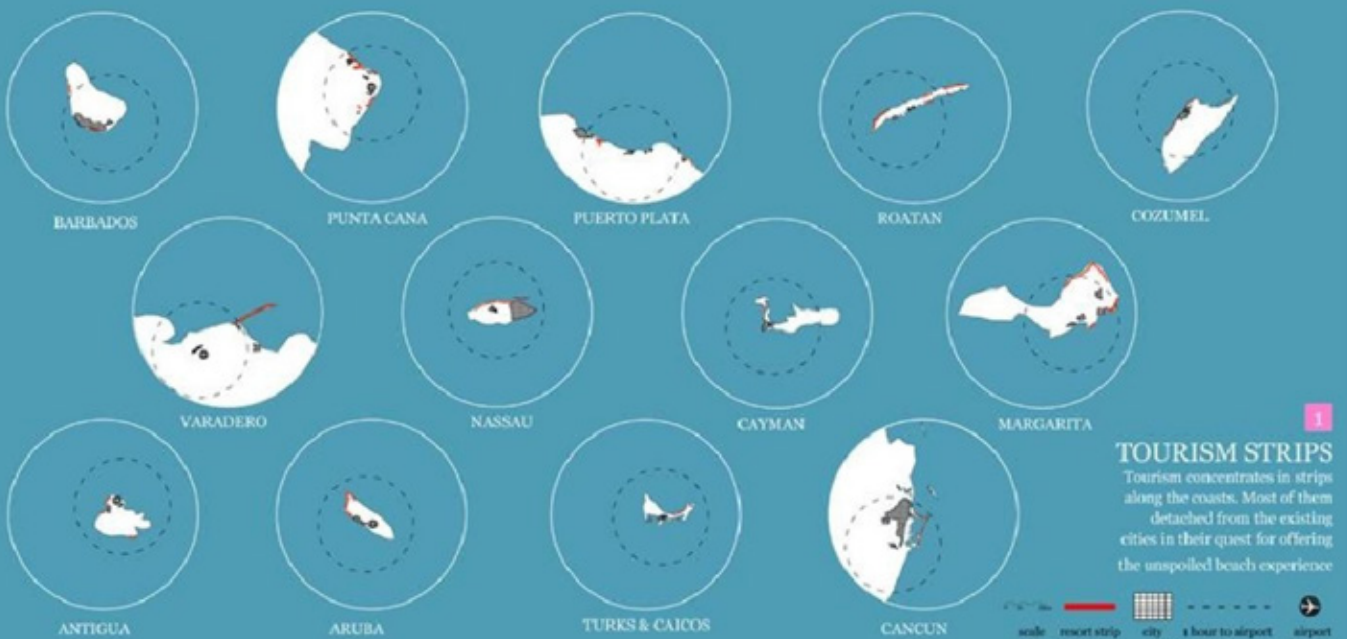
% tourism employment as percentage of total employment (top ten countries)



making coasts profitable



\$m tourism revenue generated by km² of Caribbean coast (top ten countries)

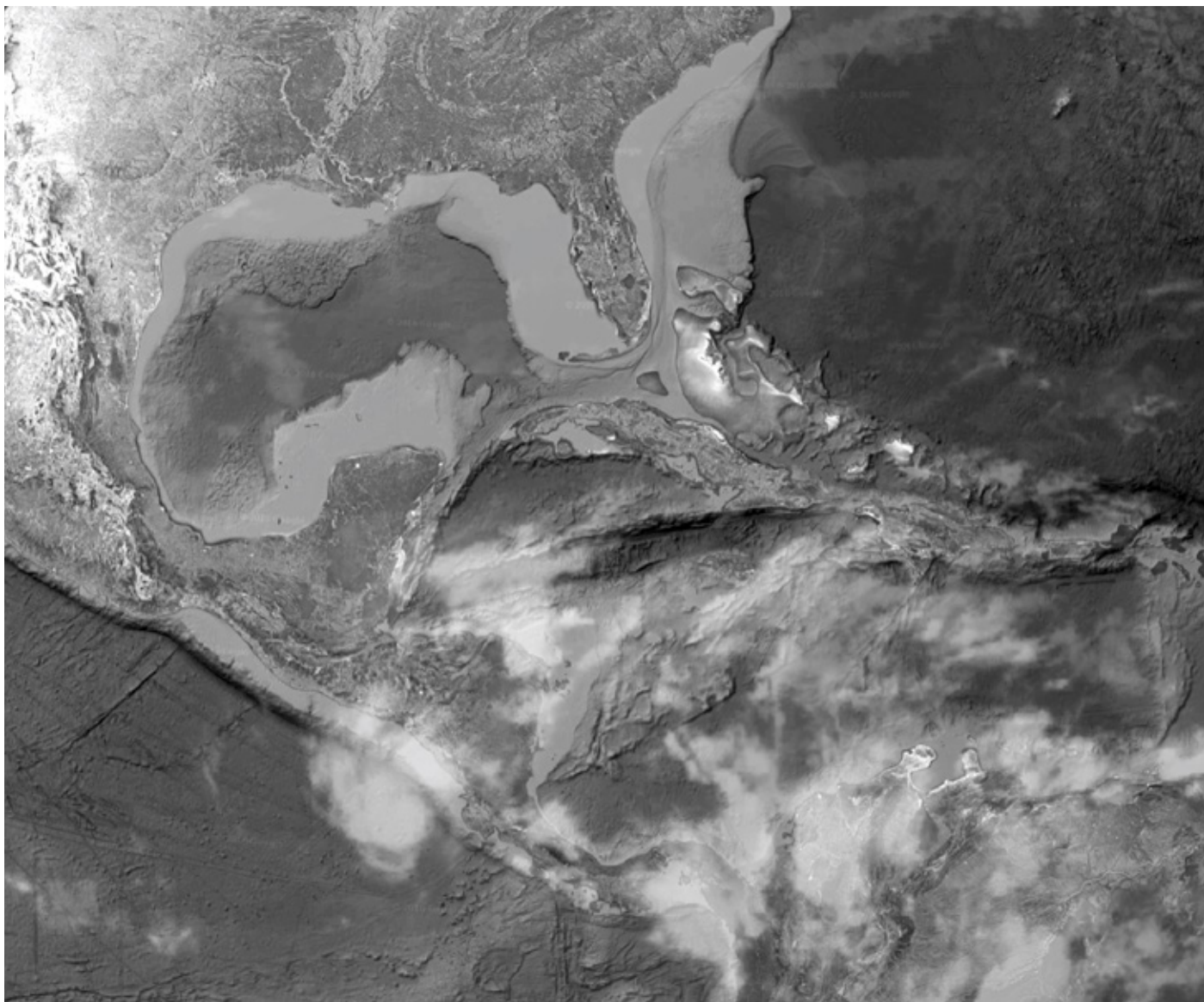


## TOURISM STRIPS

Tourism concentrates in strips along the coasts. Most of them detached from the existing cities in their quest for offering the unspoiled beach experience

scale resort strip city 1 hour to airport airport





## Credits:

AL CARIBE!

Location:  
Mar del Caribe

Team:  
Supersudaca

Photography/Images:  
Supersudaca

Sources:

<http://supersudaca.org/blog/?p=515>  
<http://www.slideshare.net/supersudaca/al-caribe-ppt-beta-presentation?type=powerpoint>

Dossier:

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