Chapter 15
Point of View of Economical Organization at Manzanillo’s Harbor

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ABSTRACT

The objective of this research is to analyze Manzanillo’s harbor from the perspective of theories based on the Industry, the Dynamic Resources and Institutions, around the Mexican port system based on a review into an updated literature about the port’s status and its global environment. The port’s competitiveness is based on its resources VRIO, its generic strategies and how it has handled the institutions that affect the port and commercial operation of the port at local, national and international level.

INTRODUCTION

Globalization has become as a trigger for international trade due to its role as integrator of the world economy and social standardization in a technological, cultural and universal knowledge, that allow free access to resources with a minimum effort. The free trade agreements (FTAs) have allowed countries to reduce their barriers to imports of goods, allowing the consumption of products and services from foreign countries at competitive prices at their local markets. The free trade agreements (FTAs) have allowed countries to reduce their barriers to imports of goods, allowing the consumption of products and services from foreign countries at competitive prices at their local markets. The evolution of international trade and technological innovations have brought about changes inherent in other areas such as international shipping, which hits into two groups, the size, depth and nature of vessels and therefore the port infrastructure to serve them.

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It’s well known at the context of international trade, that the ports serve as key development for their regions where they’re settled. In a peculiar sense the Mexican port with the greatest international impact is the Manzanillo’s harbor, located on the Pacific Mexican coast. This port has become the number one in containers movement. In this respect, Reyes, Guizar, Gutierrez and Rubio (2014, P. 697) they mentioned that “the cargo moving via containers in Mexican ports are the most important worldwide movement of cargo containers, and all of this becomes the transport’s instrument which has revolutionized global logistics”. Regarding the analysis on the first point, it can be seen as an historical background of international trade and shipping, and its development and implications in the port environment. At the second point defines the problem based on the Manzanillo’s port as height harbor nationally. In the third chapter, it delves justification and the review of relevant literature to analyze the port of Manzanillo versus others Mexican ports. The fourth mentions the objective of the chapter. The fifth point is methodology. The sixth point is the analysis of results. The last chapter shows those conclusions and recommendations on this investigation.

BACKGROUND OF THE PROBLEM

Trade is:

an activity as old as humanity itself. As soon as an individual, the human being had control or possession of something that someone else wanted or needed, were initiated the exchange relationships (Portales, 2012, p. 12).

Around it can be inferred that the trade began as the exchange of goods or services for a payment, usually receiving money between individuals with the skills to interchange. Meanwhile, international trade is one that occurs between individuals of different nations. International trade has become as the input key to the world’s economies to create an atmosphere of interchange of effective goods and services, same services that are necessary for economic, social and cultural development, which help to welfare of countries in the world. No doubt, the international trade’s hand is globalization, a process according to Lamy (2006, SP) defines it as

a historical phase of accelerated expansion of the market capitalism. It is a fundamental transformation of the society, due to the recent technological revolution leading to a restructuring of the economic and social forces on a new territorial dimension.

But Loyola, and Schettino (1994, pp. 4-5) mention on globalization that

the process of globalization makes an increasing in the relationship between the production network units of different regions and therefore the relationship between different economies, modifies substantially the structure of the world economy.

As the authors say, globalization has brought fundamental changes into the way: how nations conduct their economies, thereby showing greater international openness, giving rise to a more dynamic world trade and putting through clearer rules and a more fair play.