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INDUSTRIAL CONCENTRATION AND INTEGRATION TO THE GLOBAL PROCESS IN AGUASCALIENTES, MEXICO

*Fernando Padilla Lozano, Pablo Gutiérrez Castorena and Juventino López García

Autonomous University of Aguascalientes, Mexico

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ABSTRACT

This article introduces us to a large extent, in a set of conceptual and postulated aspects, obtained after the bibliographic consultation and organized in a coherent way about the territory, the city and the region according to the constitution of the global process, ending with the strengths that distinguish the state, and that coincidentally are conducive to globalization, given that companies worldwide seek to locate where they obtain better advantages to produce goods and services, preferably looking for skilled labor, abundant, but also cheap.

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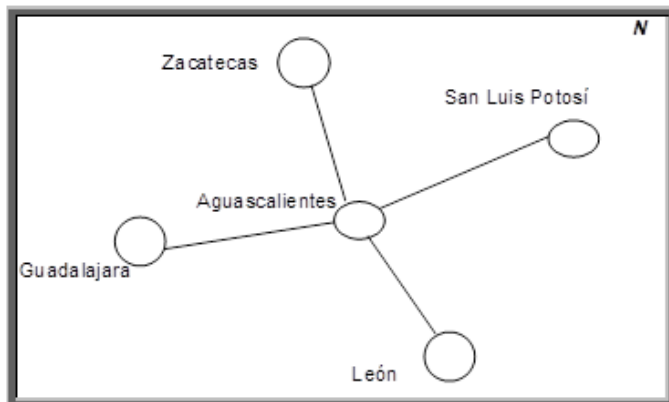
INTRODUCTION

The industrial concentration observed in the central part of Mexico is not recent, but that the precursor device is the automotive branch, it involves aspects as a phenomenon that draws attention to researchers from different disciplines, in order to combine theories and explanatory models, in our particular approach, the sociodemographic scenario of the geographical area called Aguascalientes state, concerns a territory incessantly built, gradually the modern discourse of progress transforms it and, where various events concur, but mainly through the current globalizing framework, which we must accept that there is and it is present in the processes of regionalization, where the challenges and interest involved in the reflection of territorial management are experienced, with the purpose of procuring the space of sociological analysis on the relationship of the local context with the exogenous environment. Both the industrial growth and the urban process are closely related to the demographic process and vice versa, for that reason, we focus more on the attention of the demographic evolution as a dynamic system that impacts on the organization of the regional space of the Aguascalientes state, to the population itself and its relations with economic and social development, by virtue of the fact that the structure

and hierarchy of the population settlements is linked to their location on the main communication routes and the natural resources present, such as they are the cultivated lands that are located on the valley of Aguascalientes, complemented with the basic infrastructure that supports the regional environment and the variability. To determine Aguascalientes state as a unit of analysis, we will begin by noting that it has an extension of 5'519 km², it belongs to the so-called central plateau, since it is located in the central portion of Mexico; it borders to the north, northeast and west with the Zacatecas State; to the southeast and south with the Jalisco State. In 2010, 1'184,996 inhabitants were counted, its main demographic characteristic being concentration-dispersion, since the city of Aguascalientes has 62.3% of the state population. The city of Aguascalientes acts as a node of the bidirectional axis that transversally integrates the interaction of cities in the center of Mexico, from north to south; Zacatecas-Aguascalientes-León, and the east-west diagonal axis composed of the urban areas of San Luis Potosí-Aguascalientes-Guadalajara, generating the impression of gravitating these in relation to Aguascalientes, when it is only a crossroads of this great network of cities and minor localities that make up the subsystem. It highlights the relevance in the consolidation of the socioeconomic impulse for the emphasis of the regional development, at the same time, it shows us that the development implies a balance in the economic, social and political conditions in a concrete way, as

*Corresponding author: Fernando Padilla Lozano,
Autonomous University of Aguascalientes, Mexico

well as the impact and its repercussions in the quality of life of the inhabitants in the state of Aguascalientes, given that there are changes, from the shaping of the automotive region of central Mexico and the role of foreign investment in spatial structuring through the conjunction of a series of mechanisms in Aguascalientes that they encouraged the important industrial development since 1980, since the state has privileged the growth of industrial activities through the creation of industrial parks and corridors, coinciding with the establishment of modern foreign investment companies, specifically in the metalworking and electronics. This fact is undoubtedly relevant for socio-economic life, since as the economic boom increased, traditional activities that once were of great importance, such as viticulture, national railway workshops and displacing agricultural activities as the main ones, were losing importance. Economic sector among others, through this impulse are installed in the entity, important foreign companies, mainly maquiladoras in the automotive and auto parts sector with a predominantly exporting vocation and representatives of transnational capital.



Source: Developed by the authors (2018).

Fig. 1. Aguascalientes regional setting

Theoretical Reference

The process of industrial concentration is related to the whole resources and factors present in the regions, it is evident, where there are no resources, there is not enough interest to invest, because explicitly it is noticed that the agglomeration and industrial concentration do not exclude public policies oriented to the urban-industrial development of the region, its integration in consumer and labor markets mainly its work force, the geography of the territory, availability, type of natural resources present in the territory, the profile in the relations of the contextualized production processes in the historical singularity of social relations in the locality; and finally, the set of social actors that intervene directly in the productive process and social disposition. The industrial location, according to Duch, in most cases explains, what a company chooses a certain region to settle, under the idea of discovering what is the factor that privilege the investors to decide to place a productive plant, and how, to its Over time, the location of such productive units, over time, leads to the construction of industrial conglomerates, based on the identification of "... the place where production and distribution costs can be minimized ...", where "... they must be presented three different stages: that the transport cost be minimized; minimum labor costs are present; and there is industrial agglomeration". The first establishes that: "... between the consumption and obtaining of raw materials, we

seek to find the point at which the production unit that minimizes transport costs will be located." In the second, the determination of the location of the company will be based on a radius derived from the minimum cost point, whose circumference forms the space for the optimal transport cost. The third stage is presented because it has the capacity to alter the probable optimal location established by the transportation cost (Duch, 2010: 12-14). That is, companies seek to locate themselves at points where the savings are greater than the cost of transport, as long as they deduce that they can obtain some savings in the cost of production. As for the effects of locating a productive unit in a given region, considering the size, the productive branch or the technological level, these characteristics help to understand the type of industrial agglomeration that it would generate in the region, strengthening market areas, through the spatial distribution of demand that influences the location of companies.

The assumptions established by Christaller, in relation to the single market as a particular case and that the buyers are dispersed in a market area, allow it to conceive the territory in a homogeneous, neutral and isotropic way and, therefore, formulates a deductive model on how city systems are organized, that is, the urban layout of the territory (Hormigo, 2006: 39). First in the market area there are two conditions: a distance to be traveled by the consumer and an economic threshold of the level of purchase or income that supports the activity as a minimum volume to be profitable. Next, the city, with all its economic activities, classifies them into levels with different fields of influence, which it calls the central place, which acts as the vertex of the market. Third, in the long term, when space tends to organize in a balanced way, there is competition and when choosing activities and fields of influence, the land tends to have no gaps assuming a hexagonal shape (2006: 39-40). Lüscher joined the notion of market areas, for whom the main factor affecting industrial location is the size of the market area. The idea is based on an ideal situation in which the price structure includes transportation costs that tend to increase according to distance (2006: 40-41). The hexagon, "... becomes the ideal form of the market area, because it groups as many buyers as possible for each producer and minimizes the distances between producer and buyers dispersed by the market area, ie minimizes transport costs and maximum benefits "(Gutiérrez, 2016: 17).

In this case, the location not only responds to the search for the minimum cost, but also influences factors that place capital in certain places, for example the competition of producers. The decision of the entrepreneurs is due to a certain solution of continuous locational adjustment, so that it can reach a balance in the prices that allows, in turn, to maximize its benefits (Gutiérrez, 2016: 17). At this point, the concept of agglomeration appears in classical literature in a marginal and abstract way. The main reasons derive from the fact that it has not been possible to isolate its locational effect in relation to the spaces in which it has been able to express, so the analysts chose to coin the concept of external economies or externalities, which is born from the first observations that Alfred Marshall developed in the nineteenth century, basically referring to the fact that geographical concentrations appeared because companies sought to reduce costs due to proximity, since industrial expansion "... is reflected in the cost structure of all companies", in which "... the location of a company close to others makes it benefit from a particular type of external economies that are called agglomeration economies"

(Duch, 2010: 35). In itself, the concept indicates how the grouped companies obtained competitive advantages, "... explaining that the advantages enjoyed by the companies of the geographical grouping, were aimed at demonstrating that the compatibility of the increasing returns of scale occurs in a competitive framework" (Idem). Now when analyzing why industry is installed in a specific region, models are established according to their grouping. For example, in case of industry agglomeration in a territory, each of the variables tend to be added to create another new proposal. In such a way that when analyzing the different regions of the world in the context of global competitiveness, it is important to discuss the concepts of externality or external economies to explain the processes of agglomeration or industrial concentration.

It can be seen that location theories have not only revolved around the reduction of costs, market demands and comparative advantages. Also the systemic theory of location of companies considered factors such as technical exchange, but also incorporates elements such as: the power of growth of corporations, decision making and intraorganizational relations (Gutiérrez, 2016, 24). In general terms, space economy is dominated by a corporate system structured by spatial links that explain the spatial distribution and technical change, the decision making, the transmission of growth and the innovations that affect the locational changes of the productive units. Here, the resulting polarized growth is part of the industrial system, standardized production and components and subcontracting have dispersion characteristics. (Duch, 2010: 83). The Marxist notion that corporations are part of the capitalist mode of production in its contemporary phase relates location as a moment of the circulation of capital and social relations; for which the circulation must go through the known cycle: money-goods-money. Thus, for Nephew, the location is located when the money assumes the form of productive capital. It is asserted that the speed of the rotation of capital, in the formation of new goods, determines its accumulation. (Sobrinho, 2003: 84).

In this case the location is determined by the increasing tendency of the profit rate. Therefore, "the location with respect to geographic determinants as a result of technical progress, induces a homogenization of the territory of the necessary conditions, but not sufficient for economic activity", contrasting the location of the activities and their territorial differentiation, as a product of historical advantages of the territory (2003: 84). However, the locational reorganization in Marxist theory is secondary and independent of the geographical scope, since it responds to the spatial division of labor, which is the source of polarized territorial development (2003: 84). The circulation of capital in the world shows the tendency to look for places where there is a cheap labor force, seen as a productive commodity, in order to imply legalized conditions for greater exploitation of workers; fact that, in the economic analysis, results in cost reduction. It is convenient to highlight that industries seek to face the competitiveness of markets, by avoiding basic problems through advantages such as those related to workers control, labor relations, labor markets, labor conflicts and even to avoid or simulate unions in their companies, with these elements resolved, it is possible to favor that agglomerations and industrial concentrations may appear in different regions. In this way, it is understood how regions attract investments and create industrial concentrations where they had not developed before (Gutiérrez, 2016: 28). Some theoretical proposals have privileged the analysis of the

industrial agglomeration and concentration, starting from specific forms related to some industrial branch, others try to explain that the industrial agglomeration is due to the use of a certain productive model in new regions of the world (for example the flexible specialization and the clusters) and others consider that the processes of localization of the regions is due more to the advantage of comparative advantages that the new regions have, conditions that apparently do not exist anymore or are insufficient in the places where the capitals come from. Some of these new reflections preserve the theoretical tradition of equilibrium models, in which case, they try to explain why industry tends to move territorially. When analyzing any social environment, such as urban, it must be established that it is inserted in the territory, which is understood as the place where social processes are carried out, constituting itself, in the transcendental element that implies a space, in which several levels of analysis and related problems of the set of individuals with their geographical environment are contained.

In the territory is where the natural and social are inscribed as objects and processes in which man, society and nature represent the tangible reality we recognize. In this case, the region implies an interrelation of processes with the built space and the expansion of it, given that cities can not be studied exclusively based on their internal logic, and how they present scope beyond the city with respect to the population and the physical-geographical conditions, including in addition the relations of social cohesion, science, technology, innovation, infrastructure and communication. On the other hand, the concept of region implies the location in space and time and its distinction from other objects with that same characteristics. In recent history, globalization causes the alteration of production patterns, communication and accelerates the process of capital accumulation, thus, Boisier finds that the regions, according to their main characteristics, have come to be qualified due to the influence exerted by them. is in the global context, thereby making the concept more flexible. In this case, the list of typologies of the regions is wide and interesting and shows the wealth that prevails up to now. Thus, the importance of the role played by cities in the regional territory is nuanced by functioning as a system of integrating hierarchies of space that articulate their respective areas of influence, forming an urban-regional structure supported by constant and complex differential relations.

Between them, which defines a set of interrelated and interdependent nodes that interact and respond to endogenous or exogenous stimuli. Therefore, despite the different criteria to regionalize and which will continue to appear increasingly complex, these will not be an efficient enough analytical resource to understand and explain, why a few concentrate economic, political, social, ideological and population power, despite not being rich in raw materials or locating in territories with few advantages for cities. The above is due to the fact that any concept of region is at a level of abstraction that does not allow progress beyond its dimension, concepts of this nature are either in the scope of the analysis of the territories or at the level of analysis of the cities, therefore, the explanations that automatically become mediators of the territorial spatial and of the corresponding to the scope of the concrete cities becomes indispensable to explain their tendency to concentrate economic, political, social and ideological and / or population power only in specific territories. But it mainly expresses the economic interdependence between different regions, a phenomenon that takes place within the framework of a

transnationalized economy and accounts for changes in the international scenario of large corporations and trade blocs to control the market and the mechanisms of appropriation of the economic surplus, benefiting in principle to who imposes it and prolongs it at its convenience. Technological development makes globalization possible, which specifies the degree of development of the productive forces in a region through mass production at increasingly¹ accelerated rates, the segmentation of productive processes and the remote control of processes such as: production, purchases, sales, speed and efficiency in the transport of large volumes of merchandise; homogenization of products, consumption habits, sales systems, financing systems, similar ways of cultivating land among other characteristics and with the firm intention of taking advantage of the comparative advantages of location such as low salaries, accessibility to raw materials, favorable labor legislation and advantageous (Vidal, 1995: 7). In this case, the catalytic mechanism indicates benefits of incorporation and delimitation since "a higher level of globalization translates into the generation of a higher GDP" (Orozco, 2004: 1). To this we must add the fact that there is a global process of commodity exchange without precedent in the history of mankind (labor force, capital, commodities, etc.), which has changed everything in the last century, leading to the system of capitalist production to a more complex and contradictory form, under the premise of progress for all, but differentiated for each individual, group, sector or territory.

The increase in the difference in wages represents the maintenance of the conditions that allow inequality, also the migratory tendency is the product of the enormous inequality existing in the distribution of wealth, as well as the lack of job opportunities, however, the role of modern technology allows to increase productivity and therefore, in appearance it is not necessary to have abundant labor in certain areas, at the same time it promotes legally policies of rejection of immigration. That is, the difference in wages and living standards generates contradictions due to the expulsion of the population in order to raise productivity, consequently causing massive emigration in search of better material conditions of life, even in the worst paid and precarious jobs in the place where they immigrated, at the same time another type of processes is manifested as the legal brakes, the racism and the xenophobia when associating the danger of a life style altered by the competition of the immigrants (Vidal, 1995: 7). This context of incessant search for placing goods in any corner of the world, has made cities become the means for capitals to seek the best places to accumulate. The centrality of services and activities are linked to industrialization, globalization and poverty as dimensions that in turn are interrelated within the general context. In short, economic neoliberalism is closely associated with the current process that involves serious and complex realities: globalization. As an expression of the conditions imposed by this process in the world economy, multinational companies undertook a productive restructuring at the global level, with new and modified strategies that allowed them to insert themselves in the new international economic order, incorporating the relocation of manufacturing as part of their projects in reserve spaces for the expansion of multinational capital, for which, globalization has a direct impact on the territorial structure through the industrial process. On the one

hand, the national economies grouped themselves in a transnationalized way, promoting from that moment the optimism of economic growth, assisted by a technological revolution originated by the diffusion of new information and communication technologies and important cultural changes and, on the other hand, exclusion of territories, societies and impoverishment was generated. Most of the authors consulted to integrate the conceptual framework of the present work, associate in the collective imaginary to globalization with the neoliberal policy of the United States (Oppenheimer, 2007: 8), as a country that subjugates, performs supranational practices, represents or is seat and leader of the main multinational corporations.

The current process requires abolishing the obstacles to the free movement of goods and capital for the consolidation of a global market that promotes the development of international trade, foreign investment, the presence of multinational companies, a hegemonic monetary system that tends to consolidate and segmentation of production in several countries, in order to maximize profits and minimize costs to produce in one or several countries and sell in others. A system is built in which the global economic-social structures are imposed in the dependent regions, resulting in a new spatial relationship, requiring territorial conditioning and sovereignty, promotes cultural changes that modify beliefs, tastes and values, which may favor the material and political exchange, according to Orozco, material exchanges are locally rooted, politicians promote international exchanges and cultural exchanges lead to globalization (1996: 12). In this sense, Aguascalientes has inserted itself favorably in the process of development, growth and competitiveness at a national, regional and global level. This process within the entity has had differentiated effects that affect the population both economically, socially, politically and educationally, and these effects have caused both positive and negative externalities, giving rise to a process of urban-regional development, promoting substantive changes in employment and in the standard of living of the population.

Thus, to define Aguascalientes is to highlight its particular characteristics, such as the high level of well-being of the population², labor tranquility expressed in the absence of strikes, solid and modern infrastructure with important industrial parks, young human potential with an average age of 22 years, which represents 56% of the population. Broad educational system, with higher education and research centers. Availability of skilled labor, easy to train and adaptable to new production technologies, "disciplined" workforce with characteristics that envy elsewhere in our Mexico. An essential characteristic of the workforce in Aguascalientes is its easy adaptability to new production technologies. Proof of this is that assembly plants such as Nissan, Flextronics, Texas Instruments and Siemens have achieved quality levels achieved in Japan, the United States and Germany. In addition, the legal processes to establish new businesses are carried out quickly and, to favor industrial

¹ For example, automation through robotics and computing increases productivity.

² In 2010, Aguascalientes ranked fifth as the federal entity with the least marginalization in the country, three municipalities in Aguascalientes have a very low degree of marginalization (Aguascalientes, Pabellón de Arteaga and Jesús María), six have a low degree of marginalization (San Francisco de los Romo, Rincón de Romos, Calvillo, San José de Gracia, Cosío and Tepezalá) and two have a medium degree of marginalization (El Llano and Asientos). Located outside the conurbated centrality: Seats (70.5%), El Llano (74.9) and Cosío (82.4%).

activities, it has one of the most simplified tax systems in the entire Mexican Republic. However, as a result of the process of globalization in which external markets are inserted, we have a deep polarization in the elements that make up the development, and therefore there are perceived difficulties in the composition of well-being in the territory. The possibility for territories and sectors with low demographic and economic density to be inserted into global dynamics is remote and requires too much effort. However, this is possible as long as we move from a homogeneous vision of the territory and markets to one that privileges territorial differentiation and its particular form of insertion according to its own dynamics and strengths.

Marginalization and regional imbalance translate the vacuum of this exclusion that occurs with territories not incorporated in development and in the globalization process, for example, the municipalities of Aguascalientes do not seem to present a difficult panorama, but by focusing the degree of marginalization on the localities, the situation changes, resulting in part from the paradox between dispersion and concentration, which is matched respectively with the low and the high quality of life. In this sense, as a pending account of the country and our state, the real problem remains, to resolve the link in the high dependence of the market and the economic cycles of the United States, to ensure long-term growth, we must implement strategies that pay towards the incorporation of Aguascalientes to markets and diversified products, as well as promoting the promotion of local capital, since we are immersed in this globalization process tacitly from 1980, when the structural change of the economy in Aguascalientes was accentuated, at that time, the state had an incipient industry that had evolved favorably, but the arrival of large transnational companies came to give another face to the industrial development of the entity, operating in turn a transformation of the way of life in the city. In this context, the main productive branches that integrated Aguascalientes in the world economy are first supported by an instrumental rationality such as automotive, electronics, textiles and clothing, followed by agroindustrial and metalworking. Among the branches that until the middle of the first decade of the present 21st century had expanded, is precisely metalworking. It is important to point out that the opening of operations of these companies was during the first four years of the 1980s and, with this, they promoted in an important way the development of productive activities, with which, we consider that in our state there was no a period of transition, or was relatively short, that is, without setbacks entered fully into the global economy, for that reason, when talking about Aguascalientes, you think of it as an oasis, it has become a relevant territory in the world environment, although it maintains a small, but growing share in the international trade of manufactured products, giving it more and more presence in the globalized landscape of the 21st century.

MATERIALS AND METHODS

Knowing the territory is important, because in it correspond objective and subjective conditions, structured by the delimitation of the phenomena in time and space. Through its territorial delimitation, it is possible to implement the local study of the repercussions and impacts, for example in the matter of automotive industrial investment. Thus, we can establish as a priority, to determine the current conditions of industrial concentration, the spatial distribution of activities

and the population in the state of Aguascalientes, in turn it is feasible to understand the sociodemographic changes observed. The unit of analysis observed how the concentration policies of productive activities and of the population influence the conformation of a new pattern of activities, which in turn transform the structure, the composition of the industrial market and the population in recent years, affecting the traditional representative branches, to the point of inhibiting some of them, such as viticulture, or else hindering the boom of others, such as the textile industry, embroidery and clothing, which, although they have not disappeared, can not be considered in success. The methodological device used systematizes the information through available literature related to the object of study, to enrich the research by incorporating cases as they help us to understand specific events in the state of Aguascalientes and in that sense establish patterns of variation of the data set observed through time series in the historical context, respecting the temporal delimitations described in the information sources.

DISCUSSIONS

The role of the urban environment in the organization of the space has been the result of the historical process that defines its limits and areas, shapes and establishes its regional interrelation, as well as the implementation of market policies and the consequent distance or governmental disinterest of influencing intervening positions, whose scenarios are the central point of growth. For this reason, the urban phenomenon materializes a space and refers to a process of concentration of the population, by virtue of which increases the proportion of urban population in relation to the total of a territory, in such a way that the urbanization itself produces changes in society, involving the profound transformation of the production structure, which manifests itself, among others, through the existence of new labor demands, rural-urban migrations and therefore the insertion of the population within a framework of activities with their particular expressions and cultural processes. From the above variations originates spatial segregation of individuals from different origins, competition and control devices replace the blood, neighborhood and emotional link that explain social cohesion in small communities, where everyone is part of the same community and everyone knows each other. The contextual meaning shows that a society in constant growth, prevents personal knowledge and its sociological consequence is the segmentation of social relations³, because within each group each one thinks and acts differently, in such a way that, in the city, the all personal interaction, but with certain areas of those who are involved with our relationship, it follows that who lives in the city, participates in the interaction in a sectioned manner, as it depends on a larger number of people to meet their needs in relation to the inhabitant of the field. But this dependence is not on people in the particular but on the functions they perform. The relations between functions originate secondary relationships, which, being impersonal, are superficial, transitory and segmented. Maybe that's why, in the city the inhabitant becomes reserved, indifferent and believes to be self-sufficient. Therefore, personal relationships are made by function or commercial activity, where others play

³ Members rarely get to know each other, because the number of its inhabitants makes it impossible, then indirect means arise to enable communication, which causes the loss of individuality.

simple means to reach our ends, whose sociological sequel becomes a potential state of anomie or social vacuum, since the sense of participating in the community weakens, disturbing harmony as a requirement of cohesion to live in society. The relations between functions originate secondary relationships, which, being impersonal, are superficial, transitory and segmented.

As it is observed, the demographic density demands a complex structure, permeated by the social contact that gradually becomes distant. But at the same time, competition for the use of space arises and the logical system of territorial order linked to the economic benefit, the proximity of the shopping and leisure centers, also makes the space desirable for residential purposes, thus strengthening the selectivity of the space by social groups that respond to the quality and general characteristics of the habitable environment. In turn, the current proposal in the appropriation of space is multifactorial; from the place and type of work, income, social position, customs, habits, prejudices or even urban morphology. In relation to characteristics of the built environment, the premise instrumented to develop typologies of cities -in addition to the classic sociological definition of the city-, alludes to distinctive characteristics, typical of the urban way of life, and its examination makes essential different explicit and implicit actions that operate in the delimited space-territory, as well as, in a particular way, each city shares common elements from divergent perspectives of anthropologists, geographers, historians, economists, planners, political scientists, urban planners or students related to this field, each discipline defines in a different and adopts positions to reinforce different characteristics, given that the city is a system that influences beyond its scope, granting the degree of territorial homogeneity sufficient to externally represent a unit of analysis. Thus, in the end, while the cities share elements and characteristics, they differ significantly from each other, each one with particularities and environmental, historical, geographic or conjunctural variations regarding the process of changing the urban space and the way in which they influence the adjacent communities to its territory.

Because of this, the cosmovision of our city due to its complexity is ratified multifaceted, but it demands the degree of maturity that reflects its capacity for accumulation, production, distribution and consumption, mainly in terms of attributions and functions, as well as the existence of ample economic and sociodemographic resources (López, 2010: 87-130). How is the territorial organization of Aguascalientes? To answer, it is enough to point out some physical components of the built framework, delimited by different historical phases, in which, for example, vestiges still exist in the center, to pay attention to what was the old inherited urban fabric, which, as in Most of the Mexican cities, there is the old part of the city, remember that our timeline starts from the colonial period. In it, public policy promotes the coexistence of the inhabitants, concentrated in blocks and neighborhoods of medium density, without achieving much to discourage the use of private transport, favoring actions aimed at raising the quality of life, mobility and the degree of cohesion and social integration.

At the same time, other models are promoted, such as the corporate city (of modest size), product of new areas of tertiary decentralization in the metropolitan periphery, destined to private groups or governmental administrative apparatuses, where generalized projects are implemented by urban fashions,

why until the construction of the city adjusts to modalities, like the denominated "Justice city" that is constructed to the west of the city. Another way to appreciate it is as a settlement of corporate headquarters, public and private as an alternative to the concentration of offices, as the case may be, equipped with commercial, financial, sports and leisure services, for example, also in the West, the frustrated Capital City, which was intended to develop as the nucleus of the financial district.

In our case we can affirm that even the physical-spatial growth is regulated and ordered in opposition to the dispersed city, the same one that shows incipiently its future and imminent profile of diffuse growth beyond its own natural limits. This diffuse environment shows the trend that prevails in terms of dispersed and peripheral suburban growth of low density, increasingly distant from the urban center, favoring the consolidation of the polycentric model in which prevails the domination of private transport and pendular flows residence-work they are articulated and promoted by large avenues converted into urban highways, linked to the dispersed socioeconomic model. The city and its region is widely boosted by industrial activity, is based around the high proportion of activities, number of jobs and infrastructure aimed at providing the requirements of the large company located in the vicinity of the urban fabric, fortunately it has diversification productive and tertiary, but the impact of multinational capital on territorial reconfiguration is reflected in the absence of a regional market served by local capital, given that it was replaced and foreign investment prevails, which is increasingly dependent on, in particular, the automotive industry, due to the presence of NISSAN; whose importance is explained by being one of the giant companies in the Asian world, in addition to having achieved in 2015 in Mexico a production of 829,692 units, of which it managed to export 526,677 units to 50 countries in North America, South America, Asia and the Middle East (González , 2016: 6). However, the installed industries influence and predominate in an accentuated way, so that gradually determine the daily rhythm of life, for example, the socio-economic and cultural aspects are governed by work shifts or the practices and policies of the company or else, they are fed back and influenced by this situation. This type of urban context is highly sensitive to economic cycles or the industrial crises of the company "that sustains the city", affecting in the first instance the daily life (2010: 12). The crisis in the finances of the company determines the crisis in the finances of the population, can be consulted among others, companies that when closing their doors impacted the habits of the daily life, for example; The Great Mexican Central Foundry, La Perla and the Workshops of National Railroads of Mexico.

Aguascalientes city is also generic, explained by copying more and more the monotonous scheme of the American model, because the tendency is toward standardization, as more and more subdivisions become modernized and identical urban spaces or at least with minimal particularities among them, where the cultural and architectural complexity is suppressed. These cities lose their identity, adopt a model in which they all resemble each other in organization, with the same places of consumption where impersonal interactions prevail, such as fast food franchises, identical throughout the world. Now the offer has been exceeded in quantity, plurality and amenity, therefore from that perspective, perhaps without having fully assimilated the transition, we live in a city that tends to be modern, and is now heading to the next phase. Not every city

is globalized, only some, by a denomination of hierarchized cities in the first order⁴, which act as a node when exercising functions of organization and international control over the economy through financial concentration and specialized services of multinational capital firms. In practical terms, they are new types of metropolis whose centers of power overwhelm cities and territories beyond their borders, but because of this characteristic, since the main actors and centers of world power are located in them, they compete with other regions in relation to their ability to attract investments or markets. Being the main urban area, they represent strategic places in the cartography of the city-region system, since they play a prominent role in the organization and structuring of the territories. Finally, in the industrial city the set of activities related mainly to the transformation of raw materials into processed products and processed manufactures are developed. This type of urban conglomerate is usually the classic heir of the process of industrialization and as such, the type of activities that take place in it, shows more clearly the segregation and fragmentation, distinguishing the bourgeois sectors, workers or marginalized population, generally in an urban context insufficiently equipped. The previous models show catalytic processes of the urban environment driven by external economic and social agents, sharing privileged zones along with persistent collective and individual problems of housing, education, mobility, quality of life and administration, among many others.

It is observed that the cities reach the status of competitors when the change in the current forms of international commercial relations begins, and therefore, the type of foreign trade practiced by the nations or by influence of the process of globalization of the goods. This condition leads to cities being seen as spaces whose territories can have a strong economic activity organized by having specialized in one or several processes, whose goods are placed in other territories of the world; or for being an urban space with the capacity to offer certain conditions to certain productive units. This situation allows cities to be considered as territories in whose regions the conditions are constituted so that both productive, political, social, cultural and ideological units, dispute resources of all kinds: human, financial, commercial, productive and natural capitals. That is, competition for various resources, mainly capital. When observing it in this way, instead of discussing partial elements that lead to consider or not a city as competitive, it must first measure the capacity of cities to get resources to develop and then evaluate if it is capable of offering what the productive units consider indispensable to be competitive. That is, cities must be analyzed according to what they offer to capture all kinds of resources, and be evaluated by the type of conditions that it provides. There are particular interests of local institutions and social actors that are involved in the management of the city; the rulers, businessmen, unions, religious structures, non-governmental organizations and citizens, among others, that with their action and the resources they possess can contribute to make the city more or less competitive. The notion of competitiveness is associated with the aspect or characteristic that is intended to be observed among those who participate voluntarily or involuntarily in a competition; whether they are objects, people or objects constituted by specific social subjects. This term is always

related to the function of limiting what is going to be evaluated or measured, in this case, that of city. If the above is not established, the condition of competence is not met.

Almost always cities are evaluated and compared according to their built environment, observing their urban development, infrastructure and equipment, population concentration, productivity, mobility and link, techniques, culture, knowledge, production, industrial location, and so on. Then, the term "competitive cities" when referring to a mechanism for the struggle for resources, is a conceptual construct; since it depends, ultimately, on the criteria and elements considered by the researcher as relevant when designing the model that evaluates the object of the competition. Furthermore, it can be identified that said construct may be contradictory, given that, due to its specialization, a city can be highly competitive in one model and low in another. Thus, one of the most visible effects of neoliberalism that accompanies globalization is the reorganization of space, in which productive processes are developed from new logics, where technological progress sets the tone for the incorporation of new territories to productive processes away from the same geographic space. The territorial rupture is induced by the state in the first instance, under the scheme of implementing instruments of planning for development, but it is finally the invested capital who uses it to promote a new model that benefits them. In this way, certain cities are configured as world cities, since from their center the lines to be followed by international capital are determined. Meanwhile, the regions of underdeveloped countries acquire another form of incorporation to this notion of development. They do not decide, they just add up. Then, conceiving the city implies elements that make it sui generis, as if it were a living entity or responded to organic processes. In this case, the interest is to investigate exclusively aspects related to the territory, alluding to ways of conceiving multinational capital and exposing how, through this mechanism, cities develop productive forces and forms of industrial concentration.

CONCLUSION

Aguascalientes is favored in the export process according to a series of elements to be considered: it has natural advantages, such as the geographical position of the state that allows it to act as a large strategic center of access to the main markets of the country, and the relative advantage existing towards the United States and Central America. An important fact is represented by the considerable intangible advantages that strengthen Aguascalientes, which are maximized by the capacity, which has historically demonstrated, of successful adaptation in the productive, social and cultural aspects, amalgamating a society according to each moment of its history: from its origin it stands out for its agricultural production capacity to supply the mining environment and, over time, it has competed as a textile enclave, a prominent national railway center, wine region, milk basin, producer of guava and now it is an automotive node with international projection. As we pointed out, towards the eighties, the industrial and services structure was installed that attracted both national and foreign companies, thus initiating the new process of industrialization on a regional scale, but acting as a node Aguascalientes; which was required to expand its range of services and infrastructure, ranging from medical services, housing, food, clothing and rest. Therefore, the equipment and infrastructure were strengthened, the urban structure of the capital city was also transformed into the social aspect, due to

⁴ Corresponds to the order that is attributed at different levels that assume various indicators because of their demographic and functional differences.

the impact caused by the arrival of the great international company; generating new industrial parks giving place later to the installation of other companies⁵. These two phenomena, both industrial and urban growth, are intimately related to the demographic phenomenon (from various angles, but especially from the angle of the potential labor market and the availability of labor), for that reason, we focus to a greater extent the attention of the demographic evolution as a dynamic factor that impacts the population itself and its relations with economic and social development.

Also, in the city of Aguascalientes there are relevant transformations in the dynamics of its population, which are a direct result of the boom in industrial development experienced in the eighties, the sustained growth of the urban area, the accelerated growth and concentration trend of the state population, basically settled in the city of Aguascalientes and finally the impact of the deconcentration policies of productive activities and administration. In addition to a direct association in the changes observed in Aguascalientes with the industrial context, in principle by the particular characteristics of the process of industrialization, which, as we pointed out, demanded the substitution of traditional activities for modern ones, with which a series of phenomena have been generated unpublished in the recent history of our state, for example the accelerated urban-population growth induces by itself the modification of traditions and customs. Unfortunately, in this general framework collateral effects are perceived, the direct consequence has been the conformation of a society that has weakened its regulatory principles of social cohesion, the indicators in which this reality is reflected are not encouraging: public insecurity is appreciated in constant increase, they increase without control the amount of divorces, suicides, vandalism and drug addiction, among other things. The price of development translates into losing identity and traditions through massification, in which increasingly, we cease to be subjects to become objects of the modern world. Another variant that directly conditions growth is the phenomenon of migration, since in the period indicated it was an increase, although we must distinguish that this process is driven by the socioeconomic context in which our city is immersed; which experiences the impact of growth through the industrial impulse, product of the implementation of policies on development whose consequence in the urban growth continues generating repercussions in the cultural manifestations of the population when presenting a breach of the systems of coexistence, of parallel form a tangible and

quantifiable increase of the underground economy, as well as, the elevation of crime levels, mainly affecting coexistence and social cohesion. The capital has been modernized, is thriving and intensified by social and real estate construction works and with a dynamic full of energy despite the traditional context that surrounds it. The commercial centers, hotels and restaurants run by chains of foreign capital proliferate in the urban sprawl, as well as the various educational centers of the private sector at all levels and, in the new logic of the real estate market, they spread to the south, north and west. The residential areas; the east is for the popular classes. The globalized context is in terms of economic, social, and cultural exchange; but its essential engine is represented by the market, competition and the search for profitability and profit. Generated up to now, a great social segregation, with advantages for foreign investors, while, at the same time, inheriting inequity for poor people with low profile of social development, from which the owners of authoritarian mechanisms and promotion of partisan activities take advantage.

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⁵ The essential characteristic of the workforce in Aguascalientes is its easy adaptability to new production technologies. Proof of this is that assembly plants such as Nissan or Flextronics (formerly Xerox) have reached levels of quality similar to those achieved in Japan and the United States.