

Analysis of the Impact of Globalization on Urban Mobility in the State of Colima, Mexico

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Abstract: Interact freely and independently in market economies is to refer to discard geographic and ideological limitations in the commercial exchange, both of products, services, and in the administration of human, intellectual and information resources. This refers to the current situation of trade globalization, Mexico, our country is not the exception, its productive operations resort to this economic "modernity" in which we live together in the state of Colima and sometimes we do not see the transcendence of this everyday to which we are accustomed.

With globalization has favored, for geographical and demographic reasons, the mobility of people to carry out a job in accordance with the requirements of labor or any work qualified by the increase of internal and external trade of our country, that has been exponential and with statistical data that had not been previously generated.

In this investigation we analyze contextually the impact of commercial activity on urban mobility in the state of Colima

Keywords: Consumer, Modernity, globalization, governance, Mobility.

I. INTRODUCTION

With the appearance of the human being on this planet, there has been an urgent and growing need to be able to mobilize in the fastest possible way and in a direct way. Being able to carry it out has fostered development and growth in people's daily lives by adopting different modalities over time, transforming through technological resources the way in which human beings spend their days, from the "on foot" journeys to our news with automotive vehicles and, probably in a short time.

Mexico has been a promoter of economic opening and has promoted openness with the rest of the world, in a globalized environment such as emerging markets, this has impacted the daily evolution of economies whose technological innovation is visible in all aspects of trade; This increase in commercial activity brings about changes in business practices and models, particularly in consumption, as well as the mobility of its inhabitants when making longer and more distant geographical journeys.

Paul Kennedy (Kennedy, 1993), refers to aspects that were common in the nineties and that currently apply in his book "Towards the XXI Century", talks about commercial styles and how they are present in the environment, the scope of development economic and global trade, of the governmental aspects within the productive processes, also talks about the use of new technologies that promote behaviors and demographic vices, which leads to changes in the patterns of supply and productive demand that are caused by the phenomenon of mobility, among.

Economic advances and technology have made possible an unprecedented advance in urban mobility and the way in which we use it in our lifestyle and in the quest to obtain more and more a better quality of life. The need to transport ourselves regularly in different destinations, for any of the purposes sought, makes the need to efficiently transform traditional transportation systems, both of goods and people.

In the past, cities were built to be traveled at certain points and with very rudimentary means of transport. In a context of population growth attributed to a favorable economic change and the conditions offered by the advance in the standard of living, there is an increase in the population statistics whose urban mutation complicates the realization of trips from one point to another within the cities, this represents a complex process because of the distances that must be traveled.

At present, carrying out journeys in different directions within the city represents a challenge due to the distances caused by the inadequate growth of the urban sprawl, whose mobility is achieved through rationality and free will, conceptualizing these human characteristics as: rationality, since we move from one place to

another to perform multiple activities, and free will. For these transfers, people demand mechanical means of transport for its realization, public urban transport represents an important solution tool because it is economical, although not very satisfactory, allowing to arrive, sometimes, on time and safely to its destination.

Globally, as in our country and the need to move in the geographical context, the bidders and applicants of this service concur in urban and suburban centers with different modalities, originating that there is urban transport as a substitute for the private vehicle and as public offer at a low cost. Due to the distances of the routes and the economic daily life of the cities, it has been promoted that this requirement be solved by a wide range of types of means of urban transportation. This type of services, as an offer to carry out these, is becoming more common in everyday urban development, whose importance in improving the quality of life is important, supporting the economy of the population with a transport system whose Units are accessible and safe. Jointly, mobility originates the enormous need to have efficient transport schemes, especially public transport.

Some judgments about quality have been discussed and we commonly refer to comfort, compliance, efficiency, taste, pleasure with the expected expectation, and a favorable relationship with cost (economic), among others; with which we make judgments on the products and services offered, in some process, in some company or in a type of system.

In this sense, the present article aims to consider the impact that globalization has had on urban mobility in the state of Colima, Mexico in a contextual and theoretical manner.

Justification

Population growth

The rate of population growth in Mexico maintained its annual weighting of 1.4%, having a stable trend according to the data from the Intercensal Survey 2015 conducted by the National Institute of Statistics and Geography (INEGI, 2015), it is estimated that the population in Mexico 2015 is 119 million 530 thousand 753 inhabitants, compared to 111 million 954 thousand 660 people registered in 2010. It is estimated that by the year 2018 the amount of 130 million Mexicans will be reached (CONAPO, 2017).

The results 2015 speak of 48.6 and 51.4 percent of men and women in the population structure, having a decrease in children and adolescents, increasing adults and older adults, going from 6.2% in 2010 to 7.2%. one hundred in 2015, pyramid behavior previously forecast whose average age is 27 years. 73.2% of the employed population receives salary, 19.6% work on their own, 3.2 percent are employers or employers and 2.8) are workers without payment, the rest is not reported (1.2%).

For the World Bank (WORLD BANK, 2017) our country has a population growth rate of 1.3% against 0.85 and 0.73 percent growth for Brazil and the United States of America in 2015.

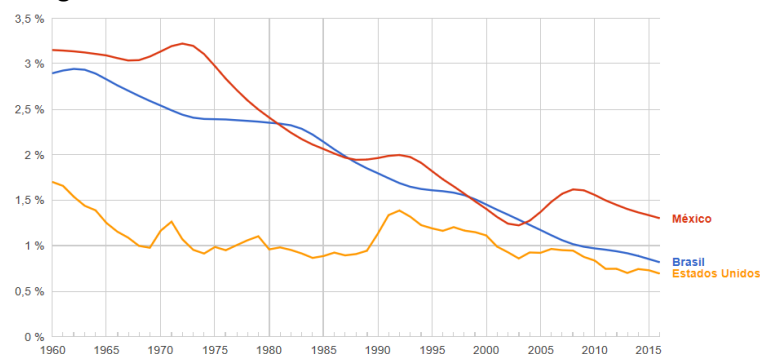


Figure1: Demographic Growth Rate.

Source: World Bank data; Last update: 18 sept. 2017

The foregoing demonstrates the need to make urban and suburban mobility more efficient throughout the country, especially in the fastest growing entities

The state of Colima being one of the 32 states of the Mexican Republic, located in the west on the coasts of the Pacific Ocean in the middle part; It is the fourth smallest state in the country, after Tlaxcala, Morelos and Mexico City, with an area of 5,627 km², occupying 0.3 percent of the national territory. With a political division comprised of 10 municipalities (Armería, Comala, Coquimatlán, Cuauhtémoc, Ixtlahuacán, Manzanillo, Minatitlán, Tecomán, Villa de Álvarez, and Colima Capital.) It is the first with the lowest number of inhabitants with an average annual growth rate of population of 2.0%, higher rate by 6 percentage points with reference to the national average (1.4%) (INEGI, 2015).

The state of Colima has more than 30 thousand economic units, according to the Economic Censuses prepared by INEGI and has managed to occupy the first place in cargo handling Containers in the Port of Manzanillo.

According to the quarterly indicator of economic activity, Colima reached 6.5% growth, which was possible thanks to the increase in primary activities with 14.3% and services with 10.3%.

Regarding the same indicator, Colima was ranked number six in all the states of the country, highlighting very important in the regulatory improvement, according to the World Bank study.

The economic importance in communications and transport and logistics activities make Colima a key State in terms of urban and suburban mobility phenomena and that must be thoroughly studied in order to prepare strategic proposals of the highest priority.

Table1: Annual average growth rate, 2010-2015

Lugar a nivel nacional	Entidad Federativa	Habitantes (año 2015)	Tasa de crecimiento (año 2015)
	Estados Unidos Mexicanos	119 530 753	
1	México	16 187 608	1.4
2	Ciudad de México	8 918 653	0.3
3	Veracruz de Ignacio de la Llave	8 112 505	1.3
4	Jalisco	7 844 830	1.5
5	Puebla	6 168 883	1.4
6	Guanajuato	5 853 677	1.4
7	Chiapas	5 217 908	1.8
8	Nuevo León	5 119 504	2.1
9	Michoacán de Ocampo	4 584 471	1.2
10	Oaxaca	3 967 889	0.9
11	Chihuahua	3 556 574	1.0
12	Guerrero	3 533 251	0.9
13	Tamaulipas	3 441 698	1.2
14	Baja California	3 315 766	1.3
15	Sinaloa	2 966 321	1.5
16	Coahuila de Zaragoza	2 954 915	1.6
17	Hidalgo	2 858 359	1.5
18	Sonora	2 850 330	1.6
19	San Luis Potosí	2 717 820	1.1
20	Tabasco	2 395 272	1.5
21	Yucatán	2 097 175	1.5
22	Querétaro	2 038 372	2.4
23	Morelos	1 903 811	1.6
24	Durango	1 754 754	1.6
25	Zacatecas	1 579 209	1.3
26	Quintana Roo	1 501 562	2.7
27	Aguascalientes	1 312 544	2.2
28	Tlaxcala	1 272 847	1.8
29	Nayarit	1 181 050	1.9
30	Campeche	899 931	2.0
31	Baja California Sur	712 029	2.6
32	Colima	711 235	2.0

Source: INEGI. Intercensal Survey 2015

II. THEORETICAL FRAMEWORK

The sovereignty and discretion of the consumer in a market of free competition. Starting from each of the concepts contained in the aforementioned title, we have the following definitions:

Sovereignty comes from Latin, being formed by "sober" above and, "anus" origin. For what gives rise to sovereignty, this denotes authority over something, is the quality or power of command, power and control that a person or entity has over a situation, even when, commonly associated with the power of a people, empire, nation, state or in reference to the church.

Discretion, the Royal Spanish Academy in its dictionary of the Spanish language defines it as that which is done freely and prudentially, which affects the functions of its competence. A consumer, on the other hand, is a person who purchases consumer products or uses.

It refers to a market of free competition, when companies (producers or sellers) as bidders strive to satisfy the needs of consumers, externalizing their business positions qualitatively and quantitatively, for example, in the price, quantity or quality of the products or services offered, or, making a mix of these to achieve the decision and fulfill the business objectives, providing a range of choices to the buyer.

Therefore, the freedom of decision of the economic participants in a market of these characteristics is based on clear rules for all parties, taking place precisely in accordance with the budgetary (monetary) possibilities that have and the position of the moment. The plaintiff (consumer or buyer) has a diversity of options to satisfy freely choosing what is best suited to their possibilities. The state, as authority, represents the function of being aware of all this activity, establishing the appropriate guidelines for all parties in accordance with each of those who act in these economic activities in favor of a healthy.

Then, the sovereign principle of the consumer is based on the faculty of the consumer's will to decide that, how and when to conduct economic transactions to meet their needs. Peter Penz in the "Sovereignty of the consumer and human interests" mentions that everything that is produced, how it is produced, and how it is

distributed is established by those consumer predilections made by choosing individually in the free market. This decision-making power of consumption entails positively or negatively affecting the systemic interests of quality and quantity in particular on production and distribution.

III. LITERATURE AND BACKGROUND REVIEW

Urban transport in its different modalities

The urban public transport system has evolved as a whole, developing an innovative offer taking into account its adaptation to current times. The impact of transport, with its causes and related effects, sheltered by social, economic and technological arguments, has influenced people and the urban environment, as well as, it has had to be vanguard with the needs of the social environment.

In Mexico, 75% of the population is concentrated in urban areas, with 80 million people (INEGI, BETA, 2017) over 14 years old considered potential users of transport services for their urban mobility, that is, for every 10 Mexicans 8 are users of different types of urban public transport, complexity to have an adequate systemic offer of urban public transport in optimal conditions and that meets the expectations set by social guidelines.

The Institute of Legal Research Department of Applied Research and Opinion of the Autonomous University of Mexico in its "National Survey of Mobility and Transportation, Mexicans seen by themselves.

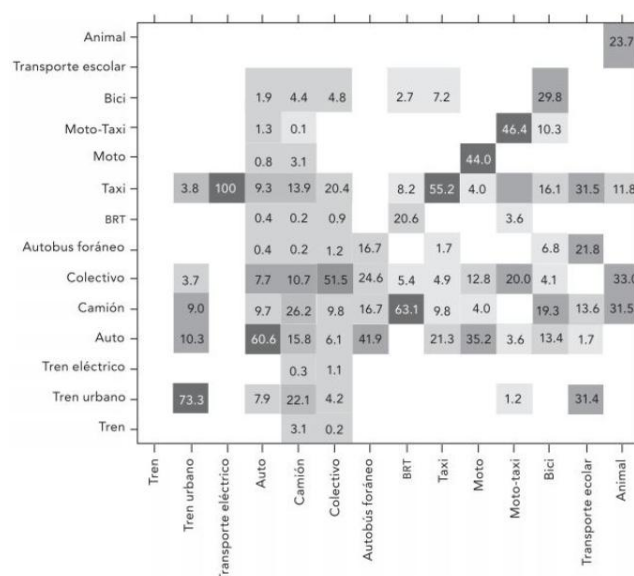
The big national issues 2014 "reports the results of how the population evaluates each one of the transports that it uses; First, the private car was positioned as daily transportation, with 90 percent of respondents wishing to use it. Another type of transport means such as the trailer, the skateboard, the skates are better positioned than public transport; the car obtained 22 percent favorable opinions, followed by the truck and the collective (19 and 18 percent), the taxis and the urban train were rated with 16 and 12 percent respectively, descending 66.66% in the rating is found the bicycle, with 4% of the respondents.

In this survey (I.I.J.D.I.A.O., 2015), questions were also asked with dichotomous answers about local public transport, opinion about whether they considered efficient or inefficient, fast or slow, cheap or expensive, safe or unsafe and how or uncomfortable. In all cases, public transport was better qualified in the north and south of the country along with the middle-low and low income categories; They rated public transport as positive, but they use their car. The efficiency was very well qualified at a national level, with 60%, consider that, if it is, even when those who share this transport with the car only represent 30 percent. People with low income consider it efficient, which indicates that there is a cost-benefit relationship in this population stratum. By regions, in the south, three quarters evaluated their efficiency positively.

Speed is the second item with the highest percentage at 51%, followed by the cost with 45% of the population; in the north, 71% of the population shows that it is expensive. Comfort has scores and a compartment similar to the costs. Finally, security is the worst variable evaluated with 40% of the population, otherwise the southern region 1 of every 2 people considers it safe.

In general, the study revealed a majority perspective for the urban train as the best means of transport to use, below this is the car of users considering it that way, followed by motorcycles and taxis, motorcycles and buses.

Figure 2. Means of transport used



Source: 2015 National Survey on Mobility and Transport, The Mexicans seen by themselves. The great National Themes. UNAM Institute of Legal Research Department of Applied Research and Opinion.

Urban mobility of the taxi and the ERT in Colima

Moving from one point of the city to another has become a primary argument in urban daily life, the evolution of the urban sprawl and its longitudinal increase requires planning in detail the displacements and the time of their realization to optimize the resources used by both reasons for work, business, shopping and recreation, among others.

This displacement activity is known as urban mobility being defined (Quezada, 2017) as that variable of quality of life of citizens, access of people to basic services in an appropriate and timely manner, as well as to the productivity of the activities economic suffering from governmental challenges, environmental and social sustainability. It represents varied challenges such as road infrastructure, the type and quality of public transport, legal framework, and especially everything related to the environment; requiring the realization of an adequate and orderly regulations in which citizens and authorities converge in updating societies in territorial, road and environmental matters derived from the rapid growth of urban centers.

The State of Colima has the Law of Sustainable Mobility, being of public order and social interest, of general observance. Its objective is to establish the bases and guidelines to plan, organize, regulate, execute, control, evaluate and manage the mobility of people and goods; respecting the concurrence of human rights for a free sustainable transit, enshrined in the Political Constitution of the United Mexican States and the Political Constitution of the Free and Sovereign State of Colima, and in the applicable legal framework, through a State Mobility Policy oriented to ensure the power of choice of the population that allows effective displacement in conditions of safety, quality, equality and sustainability, which meets the needs of personal development and the well-being of the community as a whole, seeking a transversal balance between the development factors urban, social, economic, tourist, environmental and social, in an articulated, integral and systematic way.

This law shows its public interest for the granting of transportation services for people and goods in the state of Colima, details where they will have some bases such as terminals, parking lots, parking lots, among other infrastructures necessary for the provision of this service, having the commitment of provide them to the State Executive, through companies with mixed, private or decentralized participation, who without distinction, through concessions, authorizations or permissible attributions, are entrusted with carrying out these activities, in terms of applicable legal framework.

This transfer, regardless of the economic level in question, takes place in a chaotic and insecure framework. Given this situation, it is necessary to urgently rethink urban development, mobility and its relationship with the economic, social and political development of the State (CAF Development Bank of Latin America, 2011).

The public transport of taxis in Colima, as well as in any city, is an alternative even when it offers its advantages and disadvantages. Every day we must go out and wait for some bus unit or, if enough money is available, we can choose a taxi unit, given the uncertainty due to the time it will take to pass, as well as in the transfer to arrive at the expected destination, as well as the insecurity of the Mexican cities when being exposed in "the street"; among others, they are decisive factors for taking a taxi, faster than buses, but more expensive according to the rates, which include distance and time as price-weighted factors.

In general and without being exclusive of the state of Colima, the taxi service presents a debacle as a daily constant due to the low income that the drivers have given the high number of permissive units (granted with bad practices by the corresponding authorities), which are not equal to the demand of users, as well as a regulated and regulated tariff, which does not correspond to the reality of the sector. Many drivers or drivers are employed, so by not being the owners of the units their daily profit is reduced, causing unfair and very aggressive competition. Another important aspect is the use and maintenance of the units, being inefficient in some cases, presenting constant failures and in bad conditions for the users.

The taxi as a provider of the public transport service has had to adapt to the current needs of the population. For some time, this means of displacement has had demands that have led to fluctuations in the economic, equipment and environmental care of the city but despite its notorious deficiencies, has a huge advantage over other means of urban transport and is its travel from point to point, that is, it takes the user to the requested place although with a very high level of insecurity. For this reason, there are several reasons why users have preferred to use transport alternatives to replace the private vehicle, such as distances, vehicular traffic, time allocated to transfers and problems caused by inadequate road infrastructure. in the state of Colima.

The price of gasoline, traffic, pollution, harmful emissions, parking, among a wide range of other situations, have stimulated the rise of new options for private transport companies to solve this problem to different sectors of the population, trying to reduce costs and time in the trips from one place to another. The use of the taxi tends to be on the part of the middle-low and low classes, assuming the social and cultural aspect in the indispensable and access to the use of the automobile given also, by the public transport, that owns a great number of deficiencies. The characteristics of the taxi service are not optimal enough and it is offered in poor automotive units and in bad conditions, it is recognized in some areas as insecure, some units operate within the documentary illegality, lack basic security measures for passengers, among many more.

Given the bad practices in this service and means of transport, as well as its poor quality and little or no comfort of these services, has resulted in a new range of suppliers, whose characteristics of automotive units, safety, comfort and seriousness have caused that many citizens opt for these services; instead of traditional taxis or regular public transport.

The time - cost relationship is a very important index in the profitability of the "taxi drivers" units, so sometimes it demands not to take some transfers or not to transit through certain areas of the city considered unprofitable by the drivers themselves. Taxis, being a public transport in the current times, also present risks and uncertainties for users, given their regulation, blindness of some local authorities, bad civic practices, poor road infrastructure, increased distances, unsafe areas in some cities have caused the number of crimes in this type of transport to increase.

Starting from capitalist theory and business logic, whoever does not modernize dies. This principle is present as latent evidence throughout the public transport system in Mexico, but in particular the taxi, it was not until recent dates that they began to have direct competition, which has placed on the public agenda the discussion on the regulation of this new supplier in the market, taking into account a current and dynamic regulations for modern times. Due to the above and parallel to the existence of taxis, the Companies of Transport Networks (ERT) or of leasing by technological applications have appeared, as a viable option in the matter of private transport of people, that taking advantage of the technology (above all, of the INTERNET), they have developed service schemes through the use of mobile devices, who connect to one of these companies and are provided with a private transport service, much more efficient and safe. Therefore it is essential to distinguish the differences between a taxi and the ERT or AAP.

Defining the concept of taxi and transport network companies is necessary to specify the characteristics of each of the two services; taxi, is to refer to the service provided in a rental car with a driver that takes the user or client somewhere without an itinerary established until the passenger or passengers boarding (usually no more than four), charged for a set fee or by a taximeter. The service is performed under the public service scheme granted by the state (State Government) in a public law regime, which applies requirements to be covered in the automotive unit and its driver or driver, as it must be driven, and above all, the fee that must be charged for the service.

The Law of Sustainable Mobility for the State of Colima, which regulates private transportation by leasing through technological applications, the private transportation service by leasing through technological applications for the transfer of people, these will be done in vehicles whose specifications physical-mechanics must be superior in terms of luxury and comfort to the vehicles of the public executive taxi service.

In this sense, the private transport service through technology applications will be operated with vehicles with complete interior equipment, with a capacity of five to nine passengers, complete safety equipment (ABS type ABS brakes, front and rear airbags, electronic stability control "ESP", audible safety lights and those that determine the official Mexican standards in terms of safety devices in new vehicles), air conditioning and electric elevators.

In the case of the private transport service by means of leasing through technological applications, the fleet of vehicles must not exceed 4% of the vehicle fleet of the motorized individual public transport service in all its modalities for the year 2017.

Thanks to the emergence and evolution of the Internet and the use of mobile applications combined with electronic devices, it has been possible to develop platforms for the use of private transport of people with a high degree of efficiency and security, among other variables.

Urban mobility and its digitalization is reshaping the public transport sector globally. Web, mobile and mass data applications allow new services and mobility and transport systems. The "mobility as a service" (Mobility-as-a-Service - MaaS) will increasingly catalyze public-private co-development and the sharing of mobility and transport systems and services, as well as the shared and open use of public space, data and infrastructure (ITDP, 2016).

Opinion OPN-008_2015 of the Federal Commission of Economic Competition

The Plenary of the Federal Commission of Economic Competition (COFECE) issued an opinion addressed to the Head of Government of Mexico City, to the Governors of the States and the local Legislatures, on the impact that the services of transportation of persons by means of mobile platforms have in the process of competition and free competition.

This innovation the mobility services, named as transport network companies (ERT), encourage identifying the driver; know the data of the automotive unit before its boarding; preview the route that the unit must take to carry out the transfer, eliminating undue deviations from the original route and hidden charges or higher fees; know the price of the trip through a dynamic rate, according to the conditions of supply and demand in real time; invoice according to the corresponding tax laws, and break down and make the tariff transparent by giving the user sufficient information about the collection; possibility for passengers to evaluate drivers and, in real time, to know the availability of the service and the waiting periods required to start the trip.

These companies offer a mode of transport with differentiated attributes in terms of:

- i) reliability and personal security,
- ii) certainty about the collection to be made and the method of payment to be used,
- iii) comfort and convenience,
- iv) search and waiting times, and
- v) information about the transfer. Therefore, for the COFECE it is a new product in the market.

On the consumer side, this new product is demanded by segments of the population that have access to electronic means of payment and intelligent communication devices. By its very nature, it has created a new consumer base and generated a certain migration of taxi users (mainly from radio taxis or site taxis) to ERTs or mobile application leases. Even some international studies suggest that these could be an alternative to the use of private cars.

This type of services benefits the users in general terms in:

- Facilitate, through technology, the interaction between passengers and drivers, thereby reducing the information deficiencies and coordination problems that usually arise between them, and thus alleviating the captive position of the consumer;
- Operate on the basis of a successful self-regulation model;
- Contribute to the welfare of the consumer, by offering convenient service conditions in the above-mentioned aspects;
- Generate incentives for other modes of transport to use technology for the benefit of their customers.

Therefore, COFECE recommended that a new category or modality of transportation for the provision of this innovative service that has a relevant impact on social dynamics be formally recognized, through the appropriate channel.

It also states that the corresponding legal framework should be limited to "protect basic public objectives in terms of security and user protection, and not impose unjustified restrictions on competition and free competition".

The COFECE considered that these platforms have benefited consumers by granting them the possibility of knowing the availability of units, the data of the vehicle and driver that will transport them, a dynamic but predictable rate, and a coordination to set a meeting point, resolving the problems that now face with taxi drivers who do not have the tools to solve these problems.

The use of this technology has been established as an effective tool to effectively solve the problems of asymmetric information and coordination between drivers and passengers, as well as solving several of the problems faced by the authorities in their objective of guaranteeing an efficient service, safe and of quality in the individual transport of passengers. Poor mobility of people can aggravate the quality of life, competitiveness and sustainability of a region. The consequence of poor mobility would cause a loss of attractiveness in the region for both citizens and businesses. Thus, the problem of poor mobility can be transformed into something positive, by creating the right conditions for there to be adequate mobility and therefore, an increase in the competitiveness of people and the economy as a whole.

In matters of Economy, it has always been mentioned that free and equal competition favors the free acquisition of the goods and services that human beings demand to live and develop. While there is competition we can ensure that the good and / or service will reach the consumer in the best terms and conditions of the market. On the contrary, when there is no competition, a series of market failures are generated that cause an unfavorable climate for the economy and the creation of vicious circles that do not allow growth or economic development.

Colima is a state that demands to increase its level of competitiveness in order to attract and retain investment, as the Mexican Institute of Competitiveness (IMCO) defines it. It is not desirable to follow an economic dynamic in which there is no positive change and reach minimum growth rates, so a modern and competitive mobility system is a short-term objective.

IV. CONCLUSIONS

Not all the panorama is obscure for the taxi as a means of public transport, there are companies offering this service that has a high degree of security, seriousness and formality; These services have developed effective and competent business models. Having new options with fresh and competent business models seeking the benefit of the user has resulted in the panorama changing for traditional models.

This evolution and adaptation of the current business model of the "private taxi" service is the result of the increase in the demand for products and services, that is, competition, whose perception originates in the efficiency and decrease of costs in transfers, both for the user as for the service provider (company). This new form of productive operation generates dynamic forms of organization in the productive systemic structure of public transport, originating at the same time, rejection and discomfort with the traditional operating schemes, whose vices have not favored improvement and continuity before the new business operating schemes.

This new scheme of service or new competitor of public transport in the national scenario has its inflection point with the traditional scheme by sharing the type of operation (door to door, on the street), participating in the same market, but with a framework differentiated legal system, which causes an imbalance in legal certainty. This new type of competitor was cataloged by the Federal Commission of Economic Competition (COFECE) with the name of Transport Network Companies (ERT) whose technological base lies in mobile or wireless telephony applications operating with incipient legislation in some federal entities. nonexistent in others, which generates uncertainty for all the participants in the market.

In response to a demand from society, in order to contribute to better public transport models and thereby raise the quality of life in the state of Colima, the State Congress approved the Sustainable Mobility Law allowing the regulation of the use of companies of transport networks through Internet and to reorder the concession of taxis, in this, it was considered fair and appropriate that the workers of the steering wheel have the possibility of being the holder of a taxi authorization, because in the current model, in the fact that there is no clarity for delivery, ended up affecting the service and therefore the user.

Urban mobility and the growth of cities has resulted in mobile technology having clear opportunities in terms of urban transport, obtaining georeferenced information to know the exact location, when and how people travel through cities, opening the opportunity to create more successful systemic models to design road infrastructure, optimize public transport routes, opt for private transfer services; and through mobile technology, citizens have access to information in real time to plan their trips, which translates into a better use of their time and financial resources. Thus, the authorities must seek to apply mobile technology to make decisions in transport management and planning. They should consider that this tool will be effective to the extent that it can obtain an accurate and representative image of the mobility needs of the population the one they serve.

The Law of Supply and Demand is the basic principle on which a market economy is based, it reflects the relationship that converges the demand of a product and / or service and the quantity offered of that product taking into account the price at which The product and / or service is sold. In terms of public transport, free competition and the existence of different options can reduce costs for transport customers of any nature. Having competence in the passenger transfer service has brought an alternative that competes directly with the taxi site, making this means of transport have a market trend. Normally, the price of the service is inversely related to the amount of travel demand. That is, at a lower price, more users will demand the transport service offered. Reciprocally, an increase in the price level of transport ("tariff") will reduce the number of users demanding such service, since there is a maximum level of payment that each user is willing to make.

Supply and demand are impulses of the market economies, they determine the amount that is produced of each good and / or service and the price at which it must be sold, by interacting in the markets. Both buyers and sellers agree on the prices of the goods or services, this agreed price will produce the exchange of determined quantities of what is traded for a certain monetary amount. This is why prices regularize the decisions of both producers and consumers within the market. Low prices stimulate consumption and discourage production, while high prices tend to reduce consumption and stimulate production; These act as a regulatory component of the market. Setting prices for all goods, the market allows the coordination of buyers and sellers and, therefore, ensures the viability of a market.

With this research work, we set the tone for conducting an urban mobility study for the state of Colima where the perception of users and users of quality urban transport service services in their different modalities is identified.

Limitations of the study

In this analysis, the lack of monetary resources, time, government structure, lack of available information were limited.

Directions for future research

Once the limitations mentioned above are remedied, these will become strengths to continue the research, the appropriate model will be formulated to qualitatively and quantitatively quantify the capacity of the service provider sector, as well as the social transcendence of the transportation service of the state of Colima, requiring an appropriate follow-up and monitoring of its development, shaping its competitiveness through the awareness of the interveners, identifying the constant and complex changes in the market where they have their business activities.

Sources of funding of the study

For our research, we have resources from the National Technological Institute of Mexico on the campus of the Technological Institute of Colima, looking for funding sources for future research.

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