

## Sustainable Tourism Destinations: Mexico

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### Introduction

In a recent two decades, there has been an evolution of international seaside tourism in Mexico. There are many tourism destinations here, such as Highway of the Sun that links Mexico City with a seaside resort of Acapulco. It is the most visited seaside resort in the state of Guerrero on the Pacific coast of Mexico. It is a deep semicircular bay which became prominent as a tourist destination in 1950. It has been a gateway to millions of people yearly including Hollywood stars and other millionaires. The resort has plenty to offer to young, old and children. With this, it is an amazing honeymoon destination for the new couples. Its seaside is legendary for its nightlife which attracts any tourists. The resort has two parts- traditional area and the luxury area which has some of the best high-rise hotels (Macbeth, 1997).

Acapulco has hotels owned by the world's renowned personalities, like John Wayne and Johnny Weissmuller. This is the area where main square and boardwalk is located having modern, outclass and best hotels of the world that provides all types of food, luxury and pleasure to the tourists. The hotels and the landscape around create ambiance and exquisiteness that remain fragrant in the memories of the people ((Macbeth, 1997).

Apart from food and land beauty, the destination offers some of the most exciting things to do on the site. For water sport enthusiasts, the place has adventurous and thrilling sports to offer. As the resort is located at the seaside, every water sport is allowed with complete security. Life guards, tour guides and sport guides are always there to help tourists. The following is the list of things to do at the fascinating resort of Acapulco:

- Board Surfing

- Water Bikes
- Mountain Climbing
- Wind Surfing and Kite boarding
- Paddle boarding
- Scuba Diving
- Swimming
- Mountain Climbing
- Cliff Diving

### **Need for the Destination**

Tourism has become the world's leading service sector. It is notable that the tourism industry is offering developing countries countless opportunities to invest in the lucrative business, which is major source of foreign currency and the employment opportunities. Keeping all these facts under consideration, it was decided to improve Mexican tourism industry. The motive behind planning integration such a large tourist resort is to attract tourists of international level, create jobs for the local people and promote environmental awareness in people. Mexico has been a developing country, but its economy is growing by leaps and bound only because the tourism is the main focus of the government. The outcomes of this project are the growing economy, social and cultural promotion at international level, and 40% share in the overall GDP of the country (Macbeth, 1997).

The tourism industry in Mexico has played crucial role in improving Mexico's over image. The country has the reputation of high crime rate and drugs abuse including drugs trafficking. Now, the country is emerging as a new nation which has so much to offer to the tourists.

### **Stakeholders and Their Role**

In the sustainable tourist destination stakeholders are those who are involved in the decision making as an individual or the groups. They include local members of the community, shareholders, governments, and employees. It is to be realized that some stakeholders possess different protocols, value systems, and customs.

A project cannot be completed and implemented without the support of stakeholders. They all have their role to play. In developing a tourist destination, the aforementioned stakeholders are of key significance. Tourist resort is a big project; one must need a shareholder to invest in it, so that any loss can also be shared. Governments are also engaged for some legal issues and permissions, members of the community are the ones who have central importance in the project. They are used to collect data about their point of view on the destination (Bramwell, 1999).

## References

Bramwell, B. (1999). Collaboration in local tourism policymaking . *Annals of Tourism Research*.

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