

## NEW CROSSROADS FOR TOURISM

Daniel Hiernaux Nicolas  
Universidad Autónoma de Querétaro  
Querétaro, México

*The tourism intense growth is managed by international organizations and national and local authorities as a panacea for the insufficient growth of other sectors. Faced with these positions that highlight the apparently positive aspects of tourism and its expansion, it is necessary to draw attention to various critical aspects of its operation and its effects at the global and local levels. In the first instance, this essay questions the official figures that point to a rapid growth in tourism. Also, various situations point to demonstrate that the quantitative growth of tourism and its concentration are factors that trigger various negative consequences. Among these, environmental are outstanding, as well as those that affect the living conditions of local populations, which is particularly sensitive in urban tourism that shows signs of rapid growth. Finally, the essay draws attention to the risks inherent to this growth mode and suggests that tourism faces several crossroads that must be faced in order to stay as a economic and social wealth indicator for the next decades.*

**KEY WORDS:** *Tourism, quantitative growth, environmental effects, urban impacts.*