

SCIENCE AND TOURISM DEVELOPMENT IN MEXICO

Salvador Gómez Nieves
Universidad de Guadalajara
México

It has been established that education, science and technology go hand in hand with development. However, the lack of scientific knowledge related to tourism in Mexico and the simulation and forgery that prevails in this field due to scientific illiteracy are the main causes of the lack of feasible alternatives to the tourism development model that dominates in the country. This paper intends to persuade researchers in this field to be more predisposed towards social sciences, it is to say, to be better informed about the methodological and theoretical contributions in these field.

KEY WORDS: *science; higher education; research; tourism; development; sustainability*