

EVALUACIÓN MULTICRITERIO DE LOS RECURSOS TURÍSTICOS**Parque Nacional Nevado de Toluca - México**

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Multicriteria Evaluation of Tourist Resources. Parque Nevado de Toluca, Mexico. This study involved the analysis of the possibilities of recreational-tourist resources of the National Park of Nevado de Toluca (NPNT), which is considered one of the most important protected natural areas in Mexico. The national park shows an increase of the natural resources depletion as a consequence it requires sustainable alternatives for rural communities development. The analysis considers the inventory of 19 potential tourism resources. The analysis was carried out using multicriteria evaluation tools. Each resource was evaluated by using intrinsic and extrinsic criteria. As a result a decision matrix was elaborated considering the attributes of each resource. The application of a linear combination leads to the final hierarchical structuring of the resources and the identification of those resources with tourism potential. The main findings reveal that La Peñuela and the Crater of the Extinct Volcano contain the resources with the greatest qualification, which were determined by the weight of the intrinsic attributes.

KEY WORDS: *Multicriteria evaluation, tourist resources inventory, natural protected area, Nevado de Toluca National Park*