

TOURIST CONSUMPTION

A Critical Analysis

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The phenomenon of the consumption and its insertion into the globalize world have allowed to the construction of studies and ideological schemes in different areas of knowledge since this human action is a constant in any society. Nowadays tourism, mass media and consumption structure a business activity where the cultural industry revolutionizes the world of culture, subordinating the tourist consumption to establish the expansion and hegemony of the enterprise category of great investments of the tourism.

KEY WORDS: cultural industry, tourist consumption, bines cultural and hegemony.