

TOURISM IN PLAYA DEL CARMEN-MÉXICO

Sociocultural impacts in Colosio colony

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The present paper shows the results of a qualitative exploratory study conducted in a suburb of a tourist destination which is known worldwide as Playa del Carmen in the Mexican Caribbean. Colonia Colosio was founded when an area of common land was invaded. The invasion was carried out by people who were in search of a place to live not far from the jobs offered by the tourist destination. This situation was particularly interesting since studies about tourism impacts have been done mainly in communities to where the tourism arrived. However, in this case, tourism came before them. So, the sociocultural impacts created on people are described considering such factors as type of destination, type of the tourist product offered, type of tourists, types of encounters and the perception that the inhabitants of Colonia Colosio have about the tourists and tourism.

KEY WORDS: *sociocultural impacts, tourism, perception, Playa del Carmen*