

**SEX, SUN AND BEACH AND THE UNCONSCIOUS OF THE TOURIST IMAGINARY IN
MAZATLÁN, MÉXICO**

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A qualitative study was presented from a case study. The purpose this paper is to examine the role of the unconscious imagination of tourists in the construction of tourist imaginary object of study is the tourist destination of sun and beach in Mazatlan (México). Research techniques and data collection consist of a theoretical review and Hemerography firsthand and semi-structured interviews tourist services. Finally, the findings show that the imaginary deals to express subjectivity, imagination, physical or mental imagery and symbolism. Also, the sun and beach tourism can probably be the best tourist imaginary sold worldwide

KEY WORDS: *sun and beach, sex, imaginary, symbolic, tourist imaginary, Mazatlan.*