

TOURISM IN CANCUN, MEXICO

Considerations on the economic impact

*Sergio Lagunas Puls
Juan Bautista Boggio Vázquez
Rodrigo Leonardo Guillén Bretón
Universidad del Caribe
Cancún– México*

The investment in the tourism sector has been questioned for various reasons, one of them being the paradox that economic benefits not necessarily increase in spite of the existence of more rooms, tourists or hotels. The objective of this paper is to analyze if the probability of increased economic income is related to the likely increase in rooms or tourists visiting Cancun, using data from the period 2000-2013. The method applied is Gamma distribution, used for variables that are always non-negative with characteristic positive asymmetry. A tourist destination like Cancun is an example where one wouldn't expect the gain to be deficient but presenting a gradual decline in profits. This paper answers the research question how likely it is that Cancun will receive significant increases in the economic benefit, taking into consideration that one of the main controversies is the increase in rooms.

KEY WORDS: *Cancún, economic benefit, gamma distribution.*