

DESCRIPTION OF THE APPROPRIATION OF LANDSCAPE BY THE VISITOR OF CANCUN, MEXICO

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The landscape is an important resource for the development of tourism activity, and its degree of conservation affects the decision to visit a destination. The landscape of Cancun has a high ecological and landscape value, despite the modifications it has suffered during the development of tourism. Based on the direct method of assessing the landscape, the way of appropriation by the visitor of the hotel zone is analyzed. It was found that the visitor of Cancun perceives the ecological and scenic value of the destination, above its economic value, there being an ecological and aesthetic appreciation of the landscape, and that has a high preference over the destination. This information can be useful for the design of strategies that allow conserving the resource with a long-term vision.

KEY WORDS: Cancun landscape, landscape appropriation, landscape conservation.