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Tourism and Environmental Education in the Mayan Riviera at the Beginning of the Twenty First Century

Lilia Susana Padilla y Sotelo*, Arun Kumar Acharya**, Ana Maria Luna Moliner***
and Pablo Bayón Martínez***

**Instituto de Geografía, UNAM, Av Universidad 2000*

Circuito Exterior, Ciudad Universitaria. Col Copilco el Alto. México, 02450 DF.

Telephone: 56-22-43-30, Fax: 56-16-05-39, e.mail: lisupa@yahoo.com

***Instituto de Investigaciones Sociales, Universidad Autónoma de Nuevo León, Monterrey, Mexico.*

****Instituto de Filosofía, Ministerio de Ciencia, Tecnología y Medio Ambiente, Cuba*

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ABSTRACT The paper presents an overview on the development of tourism in the Mexican Caribbean from its origins as the "Cancun's Integrally Planned Nucleus" and its extension along the Mayan Riviera, showing analogies between theoretical geographical models of the Caribbean destinations and the spatial structures present there, explaining the urgent need for environmental education of the population linked with sustainability of the development. An analysis of the general education levels of the population reveals the baselines to develop an awareness process of environmental education. The application of polls allowed an understanding of the social interaction with their environment, and their environmental perception linked to attitude and the actively participating in the territory's development. Conclusions about the relations of social practices as the origin of macro-spatial structures in the corridor, along with the possibilities of improve changes in habits and attitudes through environmental education of those involved in the Mayan Riviera's tourism development at the beginning of the twenty first century.