Abstract:

The aim of this thesis is to analyze and evaluate tourism and its potential in Mexico, with a narrower focus on tourism in the region of Oaxaca and its potential in the second part of this thesis, namely in terms of sustainable tourism and alternative forms of tourism, such as ecotourism.

The first part contains general information about Mexico. Another chapter is devoted to the search of information about tourism in Mexico and its potential and its analysis and evaluation, also regarding the localization, selective and realization potential of tourism in Mexico. Another part of this chapter also mentions current trends in tourism and analyzing the potential of Mexico as a tourism destination to fulfill these trends. In this chapter we find ponder whether Mexico can offer tourist services and experiences within the most common motives that lead potential tourists to travel. Attention was also paid to the historical development of tourism in Mexico in the 20th century to the present.

In the next chapter we find the analysis of information on sustainable tourism in general, and how the principles of sustainability in tourism are applied in Mexico. The next logical step is a chapter about ecotourism focusing on an analysis of ecotourism in Mexico and its possibilities.

Because tourism is an important contribution to the Mexican economy, one chapter is devoted to this contribution and possibilities, and how to increase them through investment.

This thesis also deals with government bodies dealing with tourism, such as the Ministry of Tourism "Secretaría de Turismo SECTUR" or the Fund to promote tourism "Fondo de Fomento al Turismo Fonatur." In an analysis of the key national documents dealing with tourism we can also find information about the "National Development Plan", which is also focused on tourism development, especially sustainable tourism. Other chapters are devoted to the special programs of the Mexican government in terms of tourism, such as the "Pueblos Mágicos" or "Centros integralmente planeados", projects which are supported by Fonatur. The penultimate chapter examines how is Mexico promoted abroad as a tourism product and what strategies it applies. The last chapter of the first part of this thesis discusses the current problems of Mexico and their impact on tourism in the country.

The second part of this thesis is devoted to tourism in the state of Oaxaca. The first chapter briefly presents the state, including its historical, geographical and cultural backgrounds. The second chapter is devoted to analyzing the potential for tourism in the state of Oaxaca, as well as opportunities and projects in the field of ecotourism and, ultimately, presents a chapter of the "整合性计划中心" Bahías de Huatulco.

Keywords: Mexico, tourism, sustainable tourism, ecotourism, Oaxaca, sustainable development, potential