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Heritage Tourism in Cancun: Fostering Tourist Connection and Destination Resilience through Cultural Experiences.

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Abstract

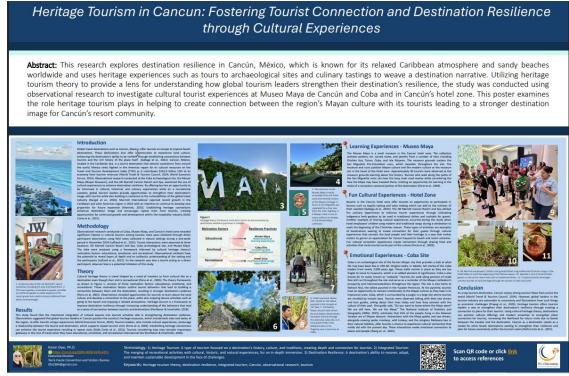
Background: This research explores destination resilience in Cancún, México, which is known for its relaxed Caribbean atmosphere and sandy beaches worldwide and uses heritage experiences such as tours to archaeological sites and culinary tastings to weave a destination narrative. Objectives & Method: Utilizing heritage tourism theory to provide a lens for understanding how global tourism leaders strengthen their destination's resilience, the study was conducted using observational research to investigate cultural tourist experiences at Museo Maya de Cancún and Coba and in Cancún's hotel zone. Results/Conclusion: This poster examines the role heritage tourism plays in helping to create connection between the region's Mayan culture with its tourists, leading to a stronger destination image for Cancún's resort community.

Keywords: Resilience, Cancún, México, Global Tourism, Observation, culture, heritage tourism, destination image, community

GLI classification: 75

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About the author



Karen Dyer, Ph.D., is the Executive Director of the Terre Haute Convention and Visitors Bureau, a role she has held since 2024. With over 28 years of leadership experience, she drives tourism growth through strategic marketing, regional partnerships, and innovation through collaboration. Karen earned her Ph.D. in Global Leadership in 2025 from Saint Mary-of-the-Woods College. Her research focused on resilience and adaptability in the global tourism industry. Dyer has expertise in leadership development, marketing, and strategic planning, informed by a decade of service as the Executive Vice President of Advancement and Strategic Initiatives at Saint Mary-of-the-Woods College.

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