

Whose beach paradise? Governing Sargassum in Mexico

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May 24th, 2023



Seaweed invasion threatens tourism in Mexico's beaches as problem worsens

Governing anthropogenic climate change

Hotel occupancy rates have dropped as concern grows that the seaweed is threatening key industry in the Mayan Riviera



Development of tourist paradise



What tourists want

“I went to Mexico for the really cool beaches. I thought that I would find really white sand, and turquoise waters here. I knew that Mexico is maybe less authentic than other destinations in Latin America, but I wanted that chicness. I had planned to take photos for Instagram, but the algae was everywhere.”

Anna, German tourist in 2020



Tourism and Sargassum



“Sargassum ruins my business”

**“The tourists really hate
Sargassum”**

**“More algae less tip, less algae
more tip”**

“Sargassum ruined my holidays”



Framing Sargassum as a threat to tourism



“There is a war against Sargassum. We need to work together, otherwise, we will lose this war. Every day, there is invasion.”

Dan, contractor, 2022



... and its consequence



“Hotels protect their business. They do something they are not prepared for. That is efficient, but harmful.”

Camila, biologist, 2022

Concluding remarks

