Variability of Tourist Attraction on an International Boundary: Sonora, Mexico Border Towns

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Abstract
This paper explores how and why tourism and tourist districts in border towns vary along a single international boundary. A perception about Mexican border tourism holds that the boundary itself is the primary stimulus to development. While almost every Mexican border town has some tourist function, the nature and extent of that activity will vary with a host of exogenous factors. We argue that Mexican border city tourism is largely a function of these diverse external factors more than simply a presence on the international boundary. Successful tourism in the Mexican border cities is linked to historic advantage and age of settlement, as well as access, degree of promotional effort, and media exposure: To illustrate this assertion, we compare tourist development and the creation and absence of tourist districts at two separate locations along the Sonora-Arizona border: Nogales and San Luis Rio Colorado.

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According to the Sonora, Mexico Tourism website, Nogales is named after a ranch that achieved world-wide fame during the colonial period and was located southeast of the present city of Nogales, Sonora. The city of Nogales arose spontaneously near the point at which the American transcontinental railroad connected the railroad of Sonora, a project completed in 1882. Will there Be Guards? You may have heard news stories that portrayed the border between Arizona and Mexico as some kind of war zone or no-man’s land. We drove down Highway 19 and took the “International Border” exit. In no time at all, we saw many signs for parking lots on the American side. None of them charged over $5 and all expected cash. Full information on Mexican Border Towns Tourist Attractions, Scenic Drives and other easy vacation activities... Tour Companies. Boating. San Luis, AZ - San Luis Rio Colorado, Sonora Mexico Open 24 hrs for pedestrians and non-commercial vehicle traffic. 23 miles South of Yuma on Highway 95, San Luis, with some 150,000 residents has several hotels, restaurants and night clubs.