**ABSTRACT**

The paper analyzes diachronically the evolution and complexity of tourist activity in Acapulco, which was a very significant part of the history of Mexico in the 20th century and even centuries before, it was configured as Mexican icon of tourism for the world. This study is supported by evolution and complexity theories. The research presented is qualitative, inductive, diachronic and hermeneutical; relies on heuristics, criticism and synthesis. Applied materials were documentary, bibliographic and historical sources and statistical records on tourist activity. It is concluded that Acapulco, throughout the evolution history, has been an important factor in the economic, social and historical development, related to tourism, arising as an enclave of freedom, fantasy, imagination and hedonism, located on a life cycle of replenishment or rejuvenation in a sub-stage of stagnation although that is not what strategists, society and private initiative want, due changes in market behavior, complex actions are demarcated, they are not sustainable but still are being applied.