

## ***Will Cozumel be able to capitalize its potential for the development of maritime energy? an analysis from the attitude towards alternative energies***

### **Abstract:**

The results of an investigation carried out on the island of Cozumel, Mexico, are presented on the population's attitudes towards renewable energies, especially maritime. The methodology consisted of the application of a Likert scale, configured from the components of the attitude: conative, cognitive and affective. The results show interest and acceptance for alternative energies, contradictions between theoretical expressions and practical actions to save energy, as well as a lack of information on renewable marine energy.

**Keywords:** Renewable energies, social perception, social-environmental attitudes, sustainable development, Cozumel.