Charter for Sustainable Tourism (2015) acknowledges that social and economic cohesion of a touristic destination are fundamental principles for its development. However, the fear to felony-violence has the opposite effect by reducing the solidarity, social bonds, and going deeper into the inequalities. The leading question were: What representations and cartographies “of fear” are in the city? What are the places and socio-spatial, environmental and temporal characteristics that provoke feelings of insecurity? What are the strategies to alleviate it? What does imply to be afraid in the city? Through questionnaires with open questions applied to tourists and residents of Guanajuato’s historic town. Through the methodology of urban imaginaries, the spacialities of violence/fear by Alicia Lindón, were captured by fragments, and the experience in itself. Through questionnaires with open questions applied to tourists and residents of the historic town of Guanajuato, Gto. “The fear” sites and unsafe slots were mapped, these places are broadcast and stigmatizing social or spatially by the disorder, the incivility or for the crimes committed there. Fear shortens spatial and temporal use of the city, weakens social cohesion, encourages individualism, fragments the urban experience, and segregates focusing problems in bounded areas creating risk sectors. It reduces the tourist influx, the level of satisfaction, and interaction which facilitates the misunderstanding, hostility and conflict. Thus, fear can contribute to the withdrawal of tourists and hosts. This is useful georeferenced information into the design of public politics that allows to perform tourism and sustainable development.

KEYWORDS: Tourism, imaginary, fear of crime, violence.