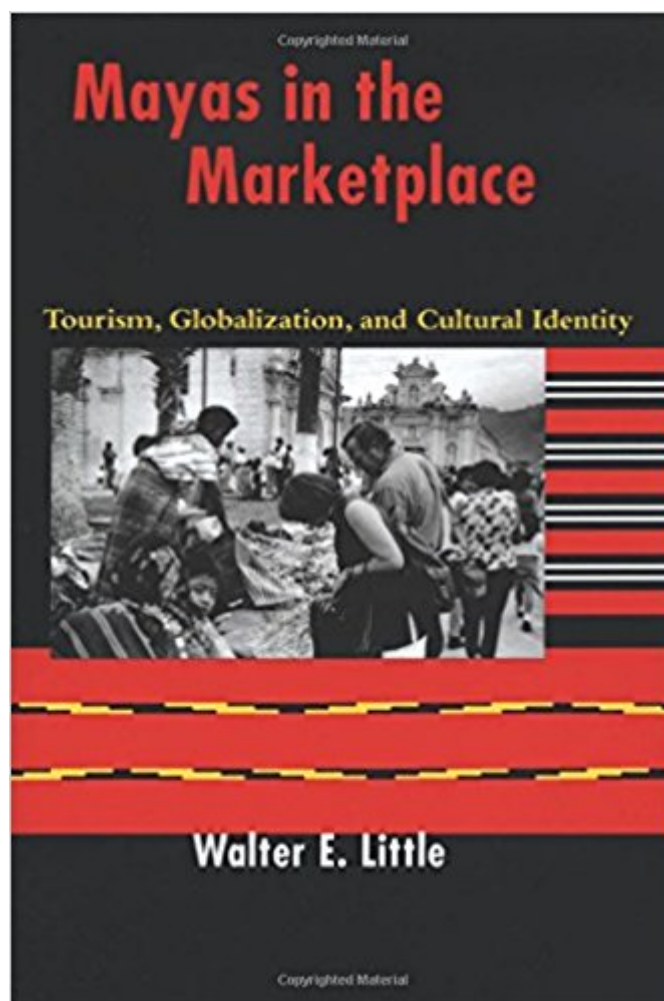


The book was found

Mayas In The Marketplace: Tourism, Globalization, And Cultural Identity



Synopsis

Winner, Best Book Award, New England Council of Latin American Studies, 2005 Selling handicrafts to tourists has brought the Maya peoples of Guatemala into the world market. Vendors from rural communities now offer their wares to more than 500,000 international tourists annually in the marketplaces of larger cities such as Antigua, Guatemala City, Panajachel, and Chichicastenango. Like businesspeople anywhere, Maya artisans analyze the desires and needs of their customers and shape their products to meet the demands of the market. But how has adapting to the global marketplace reciprocally shaped the identity and cultural practices of the Maya peoples? Drawing on over a decade of fieldwork, Walter Little presents the first ethnographic study of Maya handicraft vendors in the international marketplace. Focusing on Kaqchikel Mayas who commute to Antigua to sell their goods, he explores three significant issues: how the tourist marketplace conflates global and local distinctions. how the marketplace becomes a border zone where national and international, developed and underdeveloped, and indigenous and non-indigenous come together. how marketing to tourists changes social roles, gender relationships, and ethnic identity in the vendors' home communities. Little's wide-ranging research challenges our current understanding of tourism's negative impact on indigenous communities. He demonstrates that the Maya are maintaining a specific, community-based sense of Maya identity, even as they commodify their culture for tourist consumption in the world market.

Book Information

Paperback: 332 pages

Publisher: University of Texas Press (December 1, 2004)

Language: English

ISBN-10: 0292705670

ISBN-13: 978-0292705678

Product Dimensions: 6 x 1 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #960,390 in Books (See Top 100 in Books) #9 in [Books > Travel > Caribbean > Antigua and Barbuda](#) #1280 in [Books > Literature & Fiction > History & Criticism > Movements & Periods > Ancient & Classical](#) #1748 in [Books > Business & Money > Industries > Hospitality, Travel & Tourism](#)

Customer Reviews

"[A]n important addition to the literature on ethnic arts in Latin America, tourism, cultural identity, social change, and globalization." (The Americas)"This book is not only very readable, but also highly informative in the subject area of performance, as well as place, and how indigenous peoples have become engaged in, and deal with, that slippery phenomenon called globalization." (Journal of Latin American Geography)"Walter E. Little paints a complex and nuanced portrait of Maya identity formation in Mayas in the Marketplace." (American Ethnologist)

Walter E. Little is Assistant Professor of Anthropology at the University at Albany, State University of New York.

it ok

[Download to continue reading...](#)

Mayas in the Marketplace: Tourism, Globalization, and Cultural Identity Best Practice in Accessible Tourism: Inclusion, Disability, Ageing Population and Tourism (ASPECTS OF TOURISM) Tourism, Culture and Development: Hopes, Dreams and Realities in East Indonesia (Tourism and Cultural Change) Globalization, Culture, and Branding: How to Leverage Cultural Equity for Building Iconic Brands in the Era of Globalization Bermuda History, Travel Guide and Tourism: Bermuda people and immigration, tourism information, Government, Culture and Economy Understanding and Managing Tourism Impacts: An Integrated Approach (Contemporary Geographies of Leisure, Tourism and Mobility) Tourism in the Pacific: Issues and Cases (Tourism and Hospitality Management Series) Tourism, Religion and Pilgrimage in Jerusalem (Contemporary Geographies of Leisure, Tourism and Mobility) Accessible Tourism: Concepts and Issues (ASPECTS OF TOURISM) Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods (Africa Development Forum) Tourist Destination, Gambia tourism: discovery on Gambia tourism resources and Business opportunities The Tourists Gaze, The Cretans Glance: Archaeology and Tourism on a Greek Island (Heritage, Tourism & Community) Dark Tourism (Tourism, Leisure & Recreation) Cuban Color in Tourism and La Lucha: An Ethnography of Racial Meanings (Issues of Globalization:Case Studies in Contemporary Anthropology) Remaking New York: Primitive Globalization and the Politics of Urban Community, Vol. 12 (Globalization and Community) Mayas, Incas, and Aztecs (Social Studies Readers) Secretos de dos ciudades mayas: Copán y Tikal: Secrets of Two Maya Cities: Copan & Tikal (Spanish and English Edition) Incas, Aztecs and Mayas Coloring Book Architecture and Tourism in Italian Colonial Libya: An Ambivalent Modernism (Studies in Modernity and National Identity) Popol Vuj: libro sagrado de los mayas

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)