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# Mayas In The Marketplace Tourism Globalization And Cultural Identity

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Power and Inequality in Rural Ethnic China

Global Maya

Remediating Indigenous Orality in the Digital Age

Central America in the New Millennium

The Ethnography of Tourism

On Being Maya and Getting By

Power and Value from the Local to the Transnational

Into the Twenty-First Century

Principles and Approaches for Local-Global Sustainability and Well-Being

Tourism, Globalization, and Cultural Identity

Archaeological Replicas and Cultural Production in Oaxaca, Mexico

The Value of Aesthetics

Alcapulco, Puerto Vallarta, and Cabo San Lucas

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**TESSA KAELYN**

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**Power and Inequality in Rural Ethnic China** Mayas in the Marketplace Tourism, Globalization, and Cultural Identity  
As tourism service standards become more homogeneous, travel destinations worldwide are conforming yet still trying to maintain, or even increase, their distinctiveness. Based on more than two years of fieldwork in Yogyakarta, Indonesia and Arusha, Tanzania, this

book offers an in-depth investigation of the local-to-global dynamics of contemporary tourism. Each destination offers examples that illustrate how tour guide narratives and practices are informed by widely circulating imaginaries of the past as well as personal imaginings of the future. **Global Maya** University of Texas Press  
Like the original Harvest of Violence, published in 1988, this volume reveals how the contemporary Mayas contend with crime, political violence, internal community power struggles, and the broader impact of transnational

economic and political policies in Guatemala. However, this work, informed by long-term ethnographic fieldwork in Mayan communities and commitment to conducting research in Mayan languages, places current anthropological analyses in relation to Mayan political activism and key Mayan intellectuals' research and criticism. Illustrating specifically how Mayas in this post-war period conceive of their social and political place in Guatemala, Mayas working in factories, fields, and markets, and participating in local, community-level politics provide critiques of the government, the Maya movement, and the general state of insecurity and social and political violence that they continue to face on a daily basis. Their critical assessments and efforts to improve

political, social, and economic conditions illustrate their resiliency and positive, nonviolent solutions to Guatemala's ongoing problems that deserve serious consideration by Guatemalan and US policy makers, international non-government organizations, peace activists, and even academics studying politics, social agency, and the survival of indigenous people. CONTRIBUTORS Abigail E. Adams / José Oscar Barrera Nuñez / Peter Benson / Barbara Bocek / Jennifer L. Burrell / Robert M. Carmack / Monica DeHart / Edward F. Fischer / Liliana Goldín / Walter E. Little / Judith M. Maxwell / J. Jailey Philpot-Munson / Brenda Rosenbaum / Timothy J. Smith / David Stoll

**Remediating Indigenous Orality in the Digital Age** Rowman & Littlefield

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.

*Central America in the New Millennium*  
Routledge

Comprised of 24 newly commissioned chapters, this defining reference volume on Latin America introduces English-language readers to the debates, traditions, and sensibilities that have shaped the study of this diverse region. Contributors include some of the most prominent figures in Latin American and Latin Americanist anthropology Offers previously unpublished work from Latin America scholars that has been translated into English explicitly for this volume Includes overviews of national anthropologies in Mexico, Cuba, Peru, Argentina, Ecuador, Bolivia, Colombia, and Brazil, and is also topically focused on new research Draws on original

ethnographic and archival research

Highlights national and regional debates  
Provides a vivid sense of how anthropologists often combine intellectual and political work to address the pressing social and cultural issues of Latin America

*The Ethnography of Tourism* University of Texas Press

"The Maya have faced innumerable and constant challenges to their cultural identities in the last 500 years, from the subjugation of the contact and colonial periods, to the brutality of state-sponsored violence in Guatemala and the introduction of new global technologies. Oral tradition plays a fundamental role among the contemporary Maya as a means to record history and resist oppression.

Although scholars have examined the processes of resistance and identity in different spheres, *The Faces of Resistance: Maya Heroes, Power, and Identity* is the first to unpack the importance of heroes as a cornerstone of Maya cultural and political resistance. This collection of essays by leading scholars explores how Maya communities draw on stories of indigenous heroes as an empowering cultural memory and a way to connect with the legacy of their extraordinary past. In particular, this volume considers how the Maya, following centuries of persecution and marginalization, use historical knowledge to generate and fortify their indigenous identities. The analysis of Maya heroes presented in this volume reveals that narratives of

hero figures help the Maya to re-connect with an understanding of their history that has survived centuries of oppression and legitimize the practices, beliefs, and morality that will define their future"--

**On Being Maya and Getting By**

University of Arizona Press

This book was inspired by the strongly increasing cross-fertilization between anthropological research and tourism studies. It provides a rich and comprehensive overview of key topics within contemporary international research related to the anthropology of tourism, including theoretical and methodological issues, field studies, ethnographic museum policy and the anthropological contributions to tourism policy research and cultural tourism studies. These contents make the book

suitable for researchers, lecturers and students in the fields of anthropology and tourism, as well as for policymakers and practitioners working in the culture and museum sectors, the tourism industry and government service. Thanks to the special attention the editors paid to unlocking the texts for interested laymen, culture seekers and travel lovers will also appreciate the wealth of observations, descriptions and analyses that will undoubtedly broaden their outlook on people and places around the globe.

*Power and Value from the Local to the Transnational* Berghahn Books

57 studies of individual maps and the cultural environment that they spring from and exemplify, including one pre-Columbian map.

Into the Twenty-First Century University of Arizona Press

In *Encounters across Difference*, Natalia Bloch examines tourism encounters in the informal sector in India and their potential to empower subaltern communities. Drawing from ethnographic evidence in Hampi and Dharamshala, Bloch explores the potential of tourism to promote political engagement, volunteering, sponsorship, local entrepreneurship, and women's empowerment. Contrary to the frequent criticism of tourism to the Global South as a colonial practice, Bloch argues that workers and small entrepreneurs in displaced communities see tourists as allies in their political struggles and, on a more individual level, as an opportunity to build better lives.



Principles and Approaches for Local-Global Sustainability and Well-Being Univ of California Press

In this valuable book, ethnographer and anthropologist Briggittine French mobilizes new critical-theoretical perspectives in linguistic anthropology, applying them to the politically charged context of contemporary Guatemala. Beginning with an examination of the 'nationalist project' that has been ongoing since the end of the colonial period, French interrogates the 'Guatemalan/indigenous binary.' In Guatemala, 'Ladino' refers to the Spanish-speaking minority of the population, who are of mixed European, usually Spanish, and indigenous ancestry; 'Indian' is understood to mean the majority of Guatemala's

population, who speak one of the twenty-one languages in the Maya linguistic groups of the country, although levels of bilingualism are very high among most Maya communities. As French shows, the Guatemalan state has actively promoted a racialized, essentialized notion of 'Indians' as an undifferentiated, inherently inferior group that has stood stubbornly in the way of national progress, unity, and development—which are, implicitly, the goals of 'true Guatemalans' (that is, Ladinos). French shows, with useful examples, how constructions of language and collective identity are in fact strategies undertaken to serve the goals of institutions (including the government, the military, the educational system, and the church) and

social actors (including linguists, scholars, and activists). But by incorporating in-depth fieldwork with groups that speak Kaqchikel and K'iche' along with analyses of Spanish-language discourses, *Maya Ethnolinguistic Identity* also shows how some individuals in urban, bilingual Indian communities have disrupted the essentializing projects of multiculturalism. And by focusing on ideologies of language, the author is able to explicitly link linguistic forms and functions with larger issues of consciousness, gender politics, social positions, and the forging of hegemonic power relations.

**Tourism, Globalization, and Cultural Identity** UNC Press Books

"Unorthodox Kin is a groundbreaking

exploration of identity, relatedness, and belonging in the context of profound global interconnection. Naomi Leite tells the gripping story of Portugal's urban Marranos, who trace their ancestry to fifteenth-century Jews forced to convert to Catholicism, as they come to understand their place within the Jewish world. Focusing on the work of imagination and face-to-face encounters between urban Marranos and Jewish tourists and outreach workers, Leite deftly examines how perceptions of self, kinship, and belonging evolve across local and global social spaces. An ethnography of affinities, the book maps diverse contexts and criteria by which people come to identify with a particular social category, the forms of interaction that give rise to alienation or affiliation,

and practices through which some are made strangers and others kin.

Beautifully written and methodologically innovative, *Unorthodox Kin* is a model study for the anthropology of kinship, tourism, religion, and globalization."-- Provided by publisher.

*Archaeological Replicas and Cultural Production in Oaxaca, Mexico* Lexington Books

In recent decades, several Latin American nations have experienced political transitions that have caused a decline in tourism. In spite of—or even because of—that history, these areas are again becoming popular destinations. This work reveals that in post-conflict nations, tourism often takes up where social transformation leaves off and sometimes benefits from formerly off-

limits status. Comparing cases in Cuba, Mexico, Nicaragua, and Peru, Babb shows how tourism is a major force in remaking transitional nations. While tourism touts scenic beauty and colonial charm, it also capitalizes on the desire for a brush with recent revolutionary history. In the process, selective histories are promoted and nations remade. This work presents the diverse stories of those linked to the trade and reveals how interpretations of the past and desires for the future coincide and collide in the global marketplace of tourism.

*The Value of Aesthetics* University of Alabama Press

Most non-Central Americans think of the narrow neck between Mexico and Colombia in terms of dramatic past

revolutions and lauded peace agreements, or sensational problems of gang violence and natural disasters. In this volume, the contributors examine regional circumstances within frames of democratization and neoliberalism, as they shape lived experiences of transition. The authors—anthropologists and social scientists from the United States, Europe, and Central America—argue that the process of regions and nations “disappearing” (being erased from geopolitical notice) is integral to upholding a new, post-Cold War world order—and that a new framework for examining political processes must be accessible, socially collaborative, and in dialogue with the lived processes of suffering and struggle engaged by people in Central America

and the world in the name of democracy. *Alcapulco, Puerto Vallarta, and Cabo San Lucas* Univ of California Press  
 "Latin America has a unique historical and cultural context, is home to emerging global powers such as Brazil and Mexico, and is tied to world regions including China, India, and Africa. Global Latin America considers this regional interconnectedness and examines its meaning and impact in a global world. Its innovative essays, interviews, and stories highlight the insights of public intellectuals, political leaders, artists, academics, and activists, thereby allowing students to gain an appreciation of the diversity and global relevance of Latin America in the twenty-first century"--Provided by publisher.  
**Tourism as World Ordering** University

of Arizona Press  
Indigenous Bodies, Maya Minds  
examines tension and conflict over  
ethnic and religious identity in the  
K'iche' Maya community of San Andrés  
Xecul in the Guatemalan Highlands and  
considers how religious and ethnic  
attachments are sustained and  
transformed through the transnational  
experiences of locals who have migrated  
to the United States. Author C. James  
MacKenzie explores the relationship  
among four coexisting religious  
communities within Highland Maya  
villages in contemporary  
Guatemala—costumbre, traditionalist  
religion with a shamanic substrate;  
“Enthusiastic Christianity,” versions of  
Charismaticism and Pentecostalism; an  
“inculturated” and Mayanized version of

Catholicism; and a purified and  
antisyncretic Maya Spirituality—with  
attention to the modern and nonmodern  
worldviews that sustain them. He  
introduces a sophisticated set of theories  
to interpret both traditional religion and  
its relationship to other contemporary  
religious options, analyzing the relation  
among these various worldviews in  
terms of the indigenization of modernity  
and the various ways modernity can be  
apprehended as an intellectual project or  
an embodied experience. Indigenous  
Bodies, Maya Minds investigates the way  
an increasingly plural religious landscape  
intersects with ethnic and other  
identities. It will be of interest to  
Mesoamerican and Mayan  
ethnographers, as well as students and  
scholars of cultural anthropology,

indigenous cultures, globalization, and religion.

*Textile Economies* Rowman & Littlefield *Privileged Mobilities* contributes to a growing school of critical studies of tourism. Mobility is about power and space. In this anthology, a series of questions are raised regarding privileged mobiles – who travels, where and whence, and why – not least from the standpoint of class, gender, ethnicity and citizenship. The authors portray tourism as a force of re- and de-territorialization: tourism conquers, re-encodes and exploits everything from sea bottom to outer space: places, cultures, histories and life sequences. To paraphrase Guy Debord, tourism “is the mode of appropriation of the natural and human environment by capitalism, which

true to its logical development toward absolute domination, can (and now must) refashion the totality of space into its own decor.” In a touristified world, we all become tourists and are fostered to see, experience and act accordingly – whether we want to or not. The tourist emerges as the ideal subject, an a-political being, steeped in experience, adventure and enjoyment.

### **Maya Ethnolinguistic Identity**

Rowman Altamira

Oaxaca is internationally renowned for its marketplaces and archaeological sites where tourists can buy inexpensive folk art, including replicas of archaeological treasures. Archaeologists, art historians, and museum professionals sometimes discredit this trade in “fakes” that occasionally make their way to the

auction block as antiquities. Others argue that these souvenirs represent a long cultural tradition of woodcarving or clay sculpting and are “genuine” artifacts of artisanal practices that have been passed from generation to generation, allowing community members to preserve their cultural practices and make a living. Exploring the intriguing question of authenticity and its relationship to cultural forms in Oaxaca and throughout southern Mexico, *Between Art and Artifact* confronts an important issue that has implications well beyond the commercial realm. Demonstrating that identity politics lies at the heart of the controversy, Ronda Brulotte provides a nuanced inquiry into what it means to present “authentic” cultural production

in a state where indigenous ethnicity is part of an awkward social and racial classification system. Emphasizing the world-famous woodcarvers of Arrazola and the replica purveyors who come from the same community, Brulotte presents the ironies of an ideology that extols regional identity but shuns its artifacts as “forgeries.” Her work makes us question the authority of archaeological discourse in the face of local communities who may often see things differently. A departure from the dialogue that seeks to prove or disprove “authenticity,” *Between Art and Artifact* reveals itself as a commentary on the arguments themselves, and what the controversy can teach us about our shifting definitions of authority and authorship.

*Work and Ideology in Rural Guatemala*

John Wiley & Sons

The topical chapters in this cutting-edge collection at the intersection of comparative law and anthropology explore the mutually enriching insights and outlooks of the two fields.

Comparative Law and Anthropology adopts a foundational approach to social and cultural issues and their resolution, rather than relying on unified paradigms of research or unified objects of study. Taken together, the contributions extend long-developing trends from legal anthropology to an anthropology of law and from externally imposed to internally generated interpretations of norms and processes of legal significance within particular cultures. The book's expansive conceptualization

of comparative law encompasses not only its traditional geographical orientation, but also historical and jurisprudential dimensions. It is also noteworthy in blending the expertise of long-established, acclaimed scholars with new voices from a range of disciplines and backgrounds.

*Anthropology as a Driver for Tourism Research* John Wiley & Sons

Challenging the distinctions between "old" and "new" media and narratives about the deprecation of orality in favor of inscribed forms, *The Maya Art of Speaking Writing* draws from Maya concepts of tz'ib' (recorded knowledge) and tzij, choloj, and ch'owen (orality) to look at expressive work across media and languages. Based on nearly a decade of fieldwork in the Guatemalan



highlands, Tiffany D. Creegan Miller discusses images that are sonic, pictorial, gestural, and alphabetic. She reveals various forms of creativity and agency that are woven through a rich media landscape in Indigenous Guatemala, as well as Maya diasporas in Mexico and the United States. Miller discusses how technologies of inscription and their mediations are shaped by human editors, translators, communities, and audiences, as well as by voices from the natural world. These texts push back not just on linear and compartmentalized Western notions of media but also on the idea of the singular author, creator, scholar, or artist removed from their environment. The persistence of orality and the interweaving of media forms combine to offer a challenge to

audiences to participate in decolonial actions through language preservation. The Maya Art of Speaking Writing calls for centering Indigenous epistemologies by doing research in and through Indigenous languages as we engage in debates surrounding Indigenous literatures, anthropology, decoloniality, media studies, orality, and the digital humanities.

#### *Transnational Market and Community* Maklu

Comparative Indigeneities of the Américas highlights intersecting themes such as indigenismo, mestizaje, migration, displacement, autonomy, sovereignty, borders, spirituality, and healing that have historically shaped the experiences of Native peoples across the Américas. In doing so, it promotes a

broader understanding of the relationships between Native communities in the United States and Canada and those in Latin America and the Caribbean and invites a hemispheric understanding of the relationships between Native and mestiza/o peoples.

**Tourism and Overcoming Subalternity in India** University of Texas Press  
 Mayas in the Marketplace Tourism, Globalization, and Cultural Identity University of Texas Press

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