

## Terrorism/Tourism: State Reinvention in Latin America

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This course is a survey of state violence in Latin America at the end of the twentieth century and the subsequent efforts of states to reinvent themselves as tourism destinations. These reinventions often capitalize on contradiction. On the one hand, a viable tourism economy relies on political stability. On the other, more and more states are profiting from the allure of a history of conflict, violence, and insurgency. States eager to erase histories of violence will often cover up local culture and recent history, marketing tourism packages that, in their non-specificity, belie regional realities. However, in areas where conflict is acknowledged as central to a state's past, volunteerism vacations (the anti-“guilt trips”), eco-tourism, and edgy holidays that assure tourists' bragging rights prevail – and such non-traditional tourism is becoming increasingly popular. An example of this marketing is the image on the right, by Orlando Valenzuela, of a Sandinista woman breastfeeding – now a popular postcard in Nicaragua.



The semester's work will be divided into four area-based sections: Mexico, Central America, the Caribbean, and South America. Each section will begin with an anthropological overview of the history and political economy of violence in the area. Once we are grounded in the region's history, we will look at contemporary ethnographies detailing transitions to tourism-based economies.

Every Monday, each of you will be expected to bring to class a brief response paper (1-2 double-spaced pages). These papers should summarize the arguments, polemics, or interventions made by the week's texts, followed by your own reactions to the readings, and at least three comments or questions for the seminar to grapple with during the week. Each Friday, one student will present and promote a reinvented tourism destination in Latin America based on his or her own research. These presentations should be designed like a commercial or sales pitch for the destination of your choice. Following your “sales pitch,” fellow students should ask questions challenging your promotion, playing the role of skeptical consumers. The final assignment will be a 12-page paper that expands on one of the themes discussed in class or explores the transition from civil conflict to peace and reconciliation in an area of Latin America not touched on in class.

### Required Texts

#### *Course Reader*

*A Companion to Latin American Anthropology*, Deoborah Poole, ed.

*The Tourist: A New Theory of the Leisure Class*, Dean MacCannell

*Ya Basta! Ten Years of the Zapatista Uprising*, Subcomandante Insurgente Marcos, et al.

### Grade Breakdown

Participation	25%
Response Papers	25%
Facilitation	10%
Sales Pitch	10%
Final Paper	30%

## Course Schedule

<b>Week 1</b>	<b>Overview</b>
W	Course Introduction
F	<i>Open Veins of Latin America</i> , Foreword and Introduction
<b>Week 2</b>	<b>Mexico</b>
M	<i>Companion</i> , Ch. 7: “Mexico: Anthropology and the Nation State”
W	“Mayas in the Marketplace: Tourism, Globalization, and Cultural Identity” (Little)
F	“On the Correct Training of <i>indios</i> in the handicraft market at Chichén Itzá” (Castañeda)
<b>Week 3</b>	<b>EZLN: Ejército Zapatista de Liberación Nacional</b>
M	Selections from <i>Ya Basta!</i>
W	“Maya Zapatistas Move to the Ancient Future” (Gossen)
F	Documentary: <i>Zapatista</i>
<b>Week 4</b>	<b>Revolutionary Tourism</b>
M	“Excuse the inconvenience, but this is a revolution”: Zapatista Paradox and the Rhetoric of Tourism” (Desiree Martin)
W	TBA
F	Sales Pitch: Zapaturismo
<b>Week 5</b>	<b>Central America</b>
M	<i>Companion</i> , Ch. 6: “Guatemala: Essentialisms and Cultural Politics”
W	<i>Tourist</i> : Introduction, Ch 1
F	Sales Pitch: TBA
<b>Week 6</b>	<b>Banana Republics</b>
M	Excerpt from <i>In the Shadow of State and Capital: The United Fruit Company, Popular Struggle, and Agrarian Restructuring in Ecuador, 1900–1995</i> (Striffler)
W	TBA
F	Sales Pitch: Hotel Bahía
<b>Week 7</b>	<b>Bananas &amp; Beaches</b>
M	“Carmen Miranda on my Mind: International Politics of the Banana (Cynthia Enloe);” <i>Tourist</i> , Ch. 5: “Staged Authenticity”
W	Excerpt from <i>Banana Wars</i> (Striffler)
F	Sales Pitch: TBA
<b>Week 8</b>	<b>School of the Americas</b>
M	Excerpt from <i>School of the Americas</i> (Leslie Gill); Hotel Melía articles TBA
W	Documentary: <i>School of the Americas Assassins</i>
F	Sales Pitch: TBA
<b>Week 9</b>	<b>¡Sandinista!</b>
W	Florence Babb, “Recycled <i>Sandalistas</i> : From Revolution to Resorts in the New Nicaragua”
F	Sales Pitch: TBA

<b>Week 10</b>	<b>The Caribbean</b>
M 10/22	<i>Companion</i> Ch. 19: “Afro-Latin American Peoples”; excerpt from <i>Sweetness and Power</i> (Sidney Mintz)
W 10/24	<i>Tourist</i> , Ch. 6: “A Semiotic of Attraction,” Jonathan Culler, “Semiotics of Tourism”
F 10/26	Sales Pitch: TBA
<b>Week 11</b>	<b>Cuba</b>
M	Patricia Goldstone, “Tourism Under Castro: A Talent to Amuse,” TBA
W	“Post-Revolutionary Tourism: Heritage Celebrated or Forgotten?” (Babb)
F	Sales Pitch: TBA
<b>Week 12</b>	<b>South America</b>
M	Selections from <i>Open Veins of Latin America</i> TBA
W	TBA
F	Sales Pitch TBA
<b>Week 13</b>	<b>Argentina</b>
M	<i>Companion</i> Ch. 1: “Contagious Marginalities”
W	“The City as Mise-en-Scène: A Visual Exploration of the Culture of Politics in Buenos Aires” (Richard Freeman)
F	Sales Pitch: TBA
<b>Week 14</b>	<b>Chile</b>
M	TBA: <i>Artesanías</i> as an act of resistance
W	Julia Paley, excerpt from “Marketing Democracy: Power and Social Movements in Post-Dictatorship Chile.”
F	Sales Pitch: TBA
<b>Week 15</b>	<b>Peru</b>
M	<i>Companion</i> Ch. 8: “From Otherness to a Shared Diversity;”
W	Excerpt from <i>Shining Paths</i> (Delfin)
F	Sales Pitch: TBA
<b>Week 16</b>	<b>Peru</b>
M	Peru tourism slideshow and discussion
W	Debriefing, final paper due