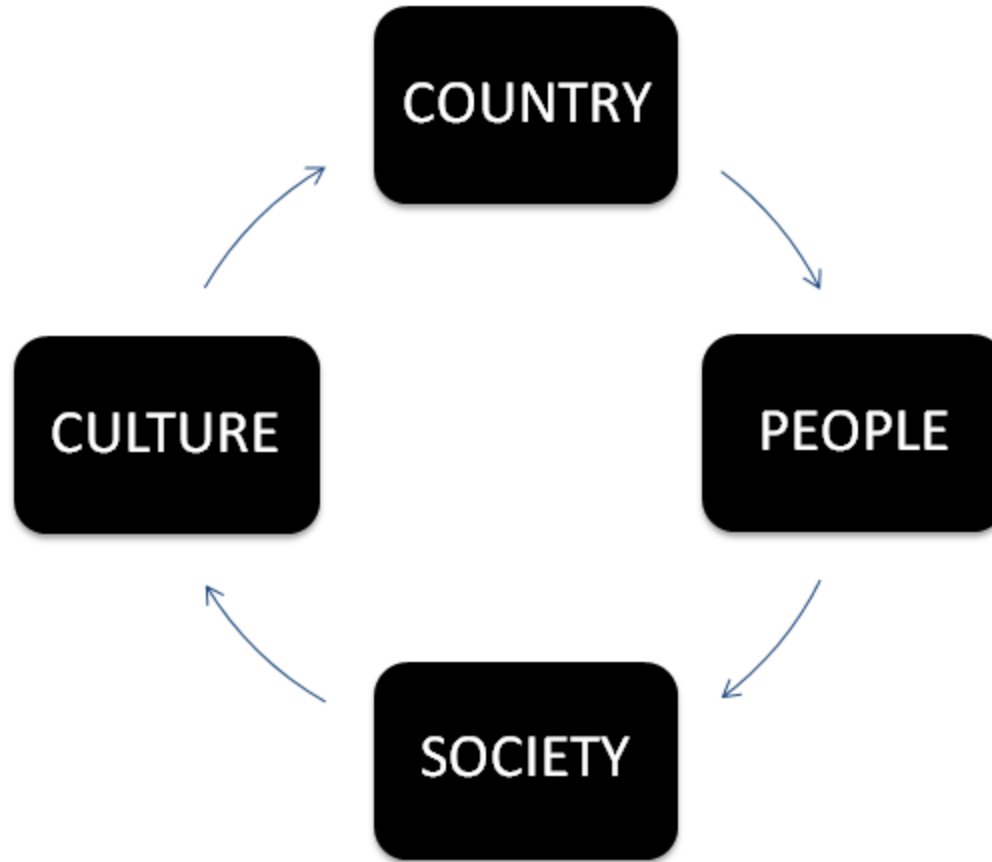


Representing Mexicans:

TOURISM , CULTURE AND THE MYTH OF THE NATION



NATION-BASED IDEOLOGIES



The terms **'society'** and **'culture'** are routinely simply appended to the names of nation-states, as when a tourist visits India to understand **'Indian culture'** and **'Indian society'**

- Gupta and Ferguson 1992

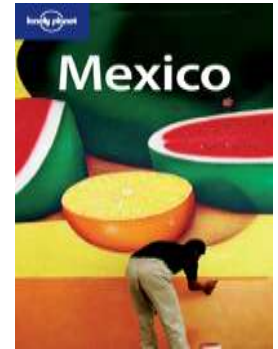
-TOURISM-

US GUIDEBOOKS TO MEXICO



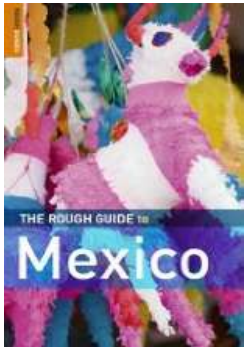
2000

'The Culture'



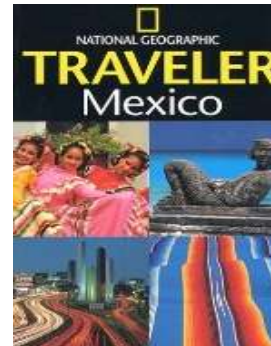
2006

'The National Psyche'



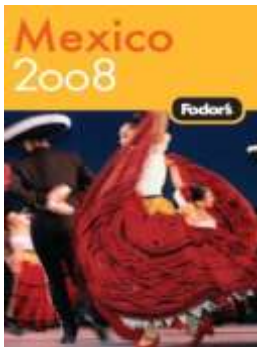
2007

'Culture and Etiquette'



2006

'History and Culture'



2008

'Customs & the Country'

In the US and elsewhere in the world, being efficient and succinct is highly valued. But Mexican communication tends to be more subtle...remember that things move at a slow pace

- Fodor's Guide to Mexico 2008

The fabled Mexican attitude toward time – 'mañana, mañana...' has probably become legendary simply from comparison with the USA. But it's true

- Lonely Planet: Mexico 2000

You simply have to accept the local temperament

- Rough Guide: Mexico 2007

Moved and motivated by pathos and sentimentality, Mexicans are intense and passionate, yet hide their emotions under a mask of serenity and indifference

- National Geographic Traveler: Mexico 2006

-IMMIGRATION-

MEXICAN IMMIGRANTS IN THE US

Their social and cultural differences threaten to “divide the United States into **two peoples, two cultures, and two languages”**

-Huntington 2004: 30

‘ferocious differences’ between U.S. and Mexican cultural values, differences in social and economic equality, the unpredictability of events, concepts of time epitomized in the **mañana syndrome**, the ability to achieve results quickly, and attitudes towards history

- ibid: 41

**Whether recognizing it or not, as tourists...
we pay our respects to nationality; most
obviously in tourism's most stereotyped
cultural forms- the souvenir, the national
dish, the national drink, the picturesque
quarter, the quaint folk ceremony, the phrase
book, the national dress**

- Horne 1984: 166

THE END

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FIN