

In the **MUSEUM** of

MAYA CULTURE

Touring Chichén Itzá

QUETZIL E. CASTAÑEDA

Looks at the creation of a tourist site at Chichén Itzá, Mexico.

"This extraordinary book offers a new way to do and to write anthropology, and indeed a new way to read it. Castañeda employs the best of recent postmodern theory and writing conventions to put the text in multiple contexts that he explores by intensive ethnographic fieldwork in Yucatán and in other fields of power and meaning in which anthropology and anthropologists are relativized along with Mayans and tourists, and the author himself. The results are a pathbreaking account of how anthropology constructs and quite literally reconstructs its subjects and itself."

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"*In the Museum of Maya Culture* interrogates the science and the art of ethnography. At Chichén Itzá, Castañeda raises the ethnographic mirror to field work as a privileged way of knowing and calls on anthropologists to confront the transnationalism inherent in their portrayals of Mayan culture. His analysis offers a fresh look at the 'invention' of culture and the politics of science and development."

Kay Warren, Princeton University

In this innovative study, Castañeda argues that notions of "impact," whether of tourism or of anthropology, are inadequate to comprehend the ways in which Maya culture is known, represented, and experienced in the everyday worlds of tourism, anthropology, and Maya society. Instead of "impact," Castañeda contends that the invention of the Maya as a culture derives from the historical complicities between Maya peoples, anthropological practices, tourist businesses, regional politics, nation building, New Age spiritualists, and international relations between Mexico and the United States.

Quetzil E. Castañeda is assistant professor of anthropology at the University of Houston.

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