

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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Contents

List of Illustrations	vii
Note on Orthography	ix
Note on Toponyms	xi
Acknowledgments	xiii
Guidebook to the Archaeology of Chichén Itzá	1
About This Book	
Getting There by History: Of Maya, Tourism, Anthropology	
Getting There by Theory: Of Imaginary Machines	
Getting There by Autobiography: Of Travel	
Travel Itinerary	

Part I: The Scriptural Economy

Inscriptions of Travel in Yucatán

1 / The Progress That Chose a Village: Measuring Zero-Degree Culture and Other Scandals	35
--	----

2 / Measuring Tourist Impact at <i>P'iz-te'</i> , "La Antesala de Chichén Itzá, Patrimonio de la Humanidad"	68
--	----

Chichén Itzá: The Museum of Maya Culture and Civilization

3 / On the Museum's Runes, the Ruins of Modernity: A Genealogy	97
---	----

vi / Contents

4 / Mysteries of the Maya and the Marvelous Sciences
of Survival: A “Dark Writing” 131

5 / Con/Tour(s) of the Museum: Ventriloquism,
Citing Vision, and the Temporality of Tourist Site 152

6 / Vernal Return and Cosmos: That Serpent on the
Balustrade and the New Age Invasion 175

Part II: War and Its Topography

7 / An Everyday Guide to the Orchestration of
Practices: The Apparatus of Pisté/Chichén 203

8 / Panopticon as Tianguis: Tactics, Language, Strategy 232

9 / Departures from the Museum: Ethnographic
Espionage and the Topography of Culture 259

Appendix 299

Notes 303

Bibliography 317

Index 331

Illustrations

1. Catherwood map of Chichén Itzá, 1841	112
2. The Carnegie map of Chichén Itzá by J. O. Kilmartin, 1920s to 1930s	116
3. Postcard view from the air showing main plaza of “New” or “Toltec” Chichén Itzá	141
4. CULTUR map of Chichén Itzá showing common tour routes, 1988	160
5. View of the Ball Court and its memory-loci in the art of guiding tours	167
6. View of “Old” or “Pure Maya” Chichén Itzá, showing the Observatory from the south	172
7. New Age spiritualists and Aztec revivalists at equinox	191
8. <i>Azteca</i> priests of Quetzalcoatl ritually greet the four corners at the equinox of Chichén	192
9. The equinox event and the phenomenon of light and shadow	200
10. The negotiation between Pisté vendor and tourist over artisanry	225
11. A view of everyday activities in the Tianguis, Parador Turístico, Chichén Itzá	242
12. “The Progress That Chose a Village”: The paving of the streets of Pisté, 1989	276
13. Postcard from the Museum: The Prince of Japan tours Chichén Itzá	297