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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.

#### Mayas in the Marketplace : Tourism, Globalization, and ...

Because Maya women predominate as vendors of traditional crafts, the marketplace itself becomes [End Page 178] gendered as a female space. In an elegant analysis, Little explains how the increasing economic power of women has altered gender roles within households, with males sometimes giving up economic and personal autonomy and helping with traditionally female household tasks.

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Christopher Minster, Ph.D., is a professor at the Universidad San Francisco de Quito in Ecuador. He is a former head writer at VIVA Travel Guides. The Ancient Maya civilization had an advanced trade system consisting of short, medium, and long trade routes and a robust market for a range of goods and materials.

#### Economy and Trade of the Ancient Mayans

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.

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Walter E. Little's Mayas in the Marketplace explores how the Kaqchikel Maya of Guatemala "incorporate themselves into the global while continuing to reinscribe significance in the local" (10).

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" As soon as you arrive to Playa del Carmen, if you came by Bus, is the first place you may see, is a long street where you will find bars, market shops, restaurants, jewelry stores, hotels, beach clubs, tours guide...

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