



The Development of Mexico's Tourism Industry: Pyramids by Day, Martinis by Night (New Directions in Latino American Cultures)

D. Berger

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Berger argues that tourism was forged by Mexico's government in 1928 as the cornerstone of state-led modernization programmes. Berger presents tourism as the leading and influential facet of the post-revolutionary modernization programme. She also examines how tourism fostered nationalism and unity, and emerged as a new form of foreign diplomacy.

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