Abstract

The federal program known as Pueblos Mágicos aims to capitalize on cultural practices of traditional pueblos by “enhancing” their touristic assets, and it was modeled after the Mexican village of Tepoztlán. However, this town has been a bastion of resistance against the interests of global capital and in recent history halted the construction of a high-profile residential complex that included a golf course, for which purpose they had to remove their local officials. Through identity features that transcended the local community, foreign and non-native population was integrated within the traditional community structure, assembled as a social hybrid that was responsible to develop insurgent practices grounded on identity, rootedness and social organization.

Keywords

Identity, social control, patrimony, valorization, civil resistance.