

THE TOURISM ENCLAVE AND THE IMAGE OF THE AMERICAN NOBLE SAVAGE
An Iconographic Approach

*Esteban Barboza Núñez
Universidad Nacional
Nicoya, Guanacaste, Costa Rica*

The article proposes, through an analysis of the representations derived from tourism advertisement, a study, from a critical iconographic perspective, of the ways in which the local inhabitants, playing the role of service staff, are represented and characterized in ads by the great multinational hotel corporations located in Latin American tourism enclaves. The paper discusses the basic notions of hospitality, enclave tourism, and the origins of the concept of the American noble savage. It also argues that the way in which this staff is represented connotes a parallelism with the image of the “noble savage” in the iconography and imagery of colonial Americas.

KEY WORDS: Iconography, tourism, colonialism, advertisement, Latin America.