

Contents

List of Figures	15
List of Tables	16
List of Abbreviations	17
Formal Remarks	18
Prologue	19
1. Identity, Revolution and Tourist Commodification	21
1.1. Aim of the Book and Research Questions	26
1.2. Structure of the Book	31
2. Identity	34
2.1. How Identities are Constructed	36
2.1.1. <i>Overcoming Essentialist Notions of Identity</i>	37
2.1.2. <i>Symbolic Interactionism and Discursive Identity Formation</i>	40
2.2. A Sociopsychological History of the Conditions for Identity Formation	43
2.2.1. <i>Cogito, ergo sum: Pre-Modern Identities</i>	43
2.2.2. <i>Modern Identities</i>	45
2.2.3. <i>Postmodern Identities</i>	51
2.2.4. <i>Bauman's Defeatist Foursome of Postmodern Identities</i>	60
2.2.5. <i>Do-It-Yourself Identities, Patchworks and Crazy Quilts</i>	65
2.2.6. <i>Born in Blood and Violence: Postcolonial Identities</i>	69
2.3. Resources for Identity Formation	76
2.3.1. <i>Accessing Identity Resources through Derrida's Deconstructivism</i>	77
2.3.2. <i>Nation</i>	81
2.3.3. <i>Culture</i>	86

2.3.4. Religion	88
2.3.5. Family, Relationships and Community	91
2.3.6. Race and Ethnicity	93
2.3.7. Gender	95
2.4. Identity Formation as an Ever-changing Process	98
3. Commodification	100
3.1. Fundamental Insights into Commodities	101
3.2. Commodification from a Marxist Perspective	104
3.2.1. Marx on Capital: <i>The Roots of Commodification Theory</i>	105
3.2.2. Neoliberalism Fostering Commodification	109
3.3. A Contradiction in Itself? Commodification in Socialist Societies	112
3.4. The Commodifying Power of Tourism	114
3.4.1. <i>Tourism as a Commodifying Practice</i>	115
3.4.2. Does Marxist Value Theory Require a 'Tourist Upgrade'?	121
3.4.3. Who or What Becomes Commodified in Tourism?	123
3.5. Touristic Commodification: Consequences for Identities?	125
3.6. Noel Castree's Six Principles of Commodification	128
3.7. Materialisations and Spatial Manifestations of Commodification ...	132
4. Historical Background and Cuban Transformations	136
4.1. Colonial Roots and the Transcultural Cuban <i>ajíaco</i>	138
4.1.1. <i>The 1762 Occupation of Havana and its Consequences: Slavery and Patriotismo Habanero</i>	139
4.1.2. <i>Cubanidad Developing in the Cuban Cooking Pot</i>	141
4.2. National Conscience and the Long Struggle for Independence	142
4.2.1. <i>The Awakening National Conscience</i>	142
4.2.2. <i>José Martí: Mastermind of Independence and Projection Surface for National Identity</i>	146
4.2.3. <i>Cuban Independence and American Intervention</i>	148
4.3. The Cuban Republic: Political Instability Setting the Stage for Fidel Castro	150
4.3.1. <i>Dependence on Independence: Cuba under US Influence</i>	150
4.3.2. <i>Machado and Batista Undermining Politics and Civil Society</i>	154
4.3.3. <i>Gangsterismo and Desperation</i>	156
4.3.4. <i>Social and Moral Decay during Batista's Second Dictatorship</i>	158
4.3.5. <i>Fidel Castro Steps up: Beginnings of the Cuban Revolution</i>	159
4.3.6. <i>Meeting Che in Exile and Returning to Cuba</i>	161
4.4. The Cuban Revolution: A Universal Framework for Life and Society in Cuba	162
4.4.1. <i>The Revolution: Founding Myth and Anchor of Identity</i>	163

4.4.2. <i>Collectivisation and Agrarian Reforms as First Revolutionary Measures</i>	168
4.4.3. <i>Excursus: Cuban Emigration to the United States</i>	170
4.4.4. <i>Rapprochement with the USSR, Bay of Pigs and Socialism</i>	171
4.4.5. <i>Conflating Revolutionary and Socialist Consciousness</i>	175
4.4.6. <i>Revolutionary Conquistas Contributing to a Socialist Society</i>	179
4.4.7. <i>Domestic Stabilisation and External (In-)dependence</i>	189
4.4.8. <i>Revolutionary 'Offensives' of the 1970s and 1980s</i>	191
4.4.9. <i>On the Nature of the Cuban Revolution</i>	192
4.4.10. <i>The 'Correction of Errors': Refusing Gorbachev's Reforms</i>	195
4.5. <i>El Período Especial: Cuba's (Post-)Socialist Transformation</i>	196
4.5.1. <i>A Period of Acute Crisis</i>	197
4.5.2. <i>Can Capitalism Save Socialism? Reforms of the 1990s</i>	200
4.5.3. <i>Social Repercussions and Liberalisations</i>	204
4.5.4. <i>Excursus: Religion and Religiosity in Cuba</i>	207
4.5.5. <i>Strengthening Ideology and Identity in Times of Crisis</i>	209
4.6. <i>From Fidel to Raúl: Transfer of Power after 47 Years in Charge</i>	210
4.6.1. <i>Raúl Castro's Economic Agenda</i>	211
4.6.2. <i>Raúl's Reforms: Economic Revival, Social Restratiification</i>	213
4.6.3. <i>Reapproaching the United States under President Obama</i>	216
4.6.4. <i>The Phenomenon of Lasting Support for the Revolution</i>	217
4.6.5. <i>The Dawn of the Post-Castro Era</i>	220
5. Tourism in Cuba	223
5.1. <i>The Political Setting for Tourism in Cuba</i>	224
5.1.1. <i>Tourism in Cuba before the Período Especial</i>	224
5.1.2. <i>Fidel Castro on Tourism: Concerns and Necessities</i>	226
5.1.3. <i>A Separation not to Last: A Cuba for Tourists and a Cuba for Cubans</i> ...	228
5.1.4. <i>International Tourism: From a Makeshift to a Long-Term Strategy and American Influence</i>	230
5.1.5. <i>The Social Costs of International Tourism</i>	231
5.2. <i>Economic Success of Tourism in Cuba: Numbers and Data</i>	234
5.3. <i>Co-Producing Cuba: Tourist Imagination and Cuban Performance</i>	240
6. Methodology	247
6.1. <i>Semi-Structured Interviewing within Grounded Theory</i>	248
6.1.1. <i>Grounded Theory</i>	250
6.1.2. <i>Sampling</i>	252
6.1.3. <i>Description of the Interview Sample</i>	254
6.2. <i>Mapping</i>	258

7. Cuban Perceptions of Tourism, Commodification and Revolution	260
7.1. Ambivalent Evaluations of International Tourism in Cuba	261
7.1.1. <i>Positive Perspectives on Tourism, and their Rationales</i>	262
7.1.2. <i>Reasons for Negative Attitudes towards Tourism</i>	267
7.1.3. <i>Touristification of Cuban Cities</i>	270
7.1.4. <i>Concluding Remarks on International Tourism in Cuba</i>	273
7.2. Cuentapropismo and its Assessment	274
7.2.1. <i>Reasons for Positive Views on Cuban Cuentapropismo</i>	275
7.2.2. <i>Negative Voices towards Cuentapropismo</i>	280
7.2.3. <i>Cuentapropismo as a Capitalist Practice?</i>	282
7.3. Capitalist Practices in the Cuban Socialist Framework	284
7.3.1. <i>Capitalism in Cuba: Pros and Cons</i>	284
7.3.2. <i>Socialism in Cuba: Pros and Cons</i>	291
7.3.3. <i>Current Appraisal of Socialism in Cuba</i>	295
7.3.4. <i>"It's a Frankenstein": Simultaneity of Socialism and Capitalism</i>	299
7.3.5. <i>Beyond the Horizon: Other Socialist Countries as a Paragon?</i>	302
7.4. Tourism's Effects on Cuban Society	303
7.4.1. <i>Increase in Crime</i>	304
7.4.2. <i>Discrimination and Segregation</i>	305
7.4.3. <i>A Taste of the Future? Fears for Society Falling apart</i>	309
7.5. Cuban Identities: An Inevitably Fragmentary Picture	312
7.5.1. <i>Cuban Identity as a Product of History</i>	314
7.5.2. <i>Music, Dance and Humour to Escape from Dismal Reality</i>	315
7.5.3. <i>The Significance of La Lucha for Cuban Identities</i>	317
7.5.4. <i>Mutual Support, Solidarity and Humility</i>	318
7.5.5. <i>Identification with the Revolution, and Pride in Being Cuban</i>	320
7.6. What Does the Cuban Revolution Signify?	324
7.6.1. <i>Revolution, Socialism and their Popular Support</i>	325
7.6.2. <i>The Revolution as a Perpetual Backdrop to Cuban Life</i>	327
7.6.3. <i>Idolised Heroes as Identification Figures and Personifications of the Revolution</i>	329
7.6.4. <i>The Revolution as the Root of Cuban Freedom</i>	331
7.6.5. <i>Conquistas, Tranquillity and Social Security</i>	333
7.6.6. <i>Critical Perspectives on the Revolution</i>	336
7.7. Effects of Tourism on Cuban Identities	337
7.7.1. <i>Scope of Cuban Identities Transformed by Tourism</i>	337
7.7.2. <i>Changes in Cuban Culture</i>	339
7.7.3. <i>Change and Loss of Values</i>	341
7.7.4. <i>Decreasing Identification with the Revolution?</i>	345
7.8. Commodifying the Cuban Revolution: Differences in Symbols, Materialisation and Spatial Patterns	348

7.8.1. <i>Commodifying Reproductions of the Cuban Revolution</i>	348
7.8.2. <i>Non-Commodifying Reproductions of the Cuban Revolution</i>	353
7.8.3. <i>Spatial Differences of the Reproductions of the Cuban Revolution</i>	355
7.9. Commodification of the Revolution and its Impact on Cuban Identities	361
7.9.1. <i>Rejecting the Commodification of the Revolution</i>	363
7.9.2. <i>Agreeing with Commodifying the Revolution</i>	368
7.9.3. <i>Impacts of the Commodification of the Revolution on Cuban Identities?</i>	374
7.10. Summary of the Findings	375
8. Towards an Enhanced Understanding of Commodification	378
8.1. International Tourism in Cuba: Consequences and Perceptions	379
8.1.1. <i>Undesired Disparities and Transformations</i>	379
8.1.2. <i>Transforming Urban Spaces into Spaces of 'Spectacle'</i>	381
8.1.3. <i>Politics and Power Causing Unequal Opportunities: Positive Assessments of Tourism Prevail</i>	382
8.2. The Cuban Revolution as a Commodity	385
8.2.1. <i>Is there Human Labour in the Cultural Common 'Revolution'?</i>	386
8.2.2. <i>The Process of Commodifying the Revolution</i>	389
8.2.3. <i>Spatial Effects of the Commodification of the Revolution</i>	390
8.2.4. <i>Discourses on Commodification: Locally and Theoretically</i>	394
8.3. Implications of Commodification for the Revolution's Identity-Forming Power	395
8.3.1. <i>Commodification and its Impact on Identities</i>	395
8.3.2. <i>The Constructivist Character of Commodities</i>	400
8.3.3. <i>Commodification Fostering Creative Identity Re-interpretation?</i>	401
8.4. Cuban Views on the Commodification of the Revolution	402
8.4.1. <i>Commodification as a Proxy for Evaluations of the Revolution</i>	403
8.4.2. <i>Factors for Assessing the Commodification of the Revolution</i>	404
8.4.3. <i>Stances and Demands in Relation to the Revolution</i>	407
8.4.4. <i>Reasons for prior Alienation from the Revolution</i>	411
8.5. Resources for Cuban Identities beyond the Revolution	414
8.5.1. <i>Individualisation and Globalisation</i>	414
8.5.2. <i>A Society of 'Vagabonds'</i>	415
8.5.3. <i>Identity Optimism only for a Few?</i>	418
8.5.4. <i>The Rise of Non-Revolutionary Cuban Nationalism</i>	419
8.5.5. <i>Religion Gaining Importance Again</i>	421
8.5.6. <i>Identification and Self-Fulfilment through Labour?</i>	422
8.6. Summary of the Key Insights	424
8.7. Critical Reflections on Methodology and Positionality	425
8.8. Normative (Self-)Reflection on Commodification	428

9. The Fading Power of the Revolution	431
9.1. Commodification as an Indicator of Transformed Identities	432
9.2. Conceptualising the Cuban Revolution as a Tourist Commodity ...	433
9.3. Socioeconomic and Political Realities of the Revolution: Beyond a mere Explanatory Context	436
Epilogue	443
References	445
Appendix: Information on Interview Partners	479
Index	485
General Keywords	485
Persons	493
Places and Territories	495