

Event organized by the Rutgers Colombia  
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# TOURISM AND THE COMMODIFICATION OF BLACKNESS IN THE COLOMBIAN CARIBBEAN DURING THE TWENTIETH CENTURY



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Photo credit: Hernán Díaz, Ventana en la Calle de las Damas, 1963

Following the mid-twentieth century, Cartagena sought to become an international tourist destination. At first, national and local authorities rebranded Cartagena as a Spanish city frozen in time. Yet, as the city came to compete with other destinations across the Caribbean, they began representing Cartagena as a tropical and culturally and racially diverse site. As the city embraced this tropical picturesque through travel literature, tourist guides, and brochures, blackness became a commodity. Broadly, this presentation discusses the politics of racial identity, racial segregation in urban contexts, and tourism representations in modern Colombia.

**5:00 P.M. ET**  
**THURSDAY, MARCH 9**  
**2023**  
**ONLINE EVENT**

Zoom link  
following the  
QR code  
or at:

<https://tinyurl.com/4ra4frhn>

