



Alegres vacaciones (José María Blay, 1948). Primera promoción turística de Mallorca a través del cine de animación [

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text (article)

Analítica

Alegres vacaciones (José María Blay, 1948) is one of the first animated feature films made in Spain. The plot emphasizes the tourist motivation: it narrates the trip of the characters to different regions of the country, where Majorca plays an important role. This motivation also has been corroborated through the archival documentation relating to the film. Despite the technical and artistic problems of Alegres vacaciones, this animated film can be considered as an unusual strategy to promote tourist destinations in the Spanish context of the forties

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