



"Flamenco is different". Stéréotypes, identités et enjeux économiques du flamenco [

2022

text (article)

Analítica

The drastic reduction in tourist flows due to the Covid-19 pandemic during the year 2020 caused an unprecedented collapse of the flamenco economy in all its sectors of activity. The fact shows the extent to which the cultural industry of flamenco, registered in the Representative List of the Intangible Cultural Heritage of Humanity since 2010, depended to a large extent on that "other" foreigner who came in search of what was promised by stereotypes since the 19th century. By focusing on a contemporary chronology from 1950 to 2020, a period that corresponds both to the artistic and institutional recognition of flamenco at the regional, national and international levels and to the growing development of Spain as a tourist destination, this article aims to show how flamenco crystallises the solidly anchored stereotypes inherited from the 19th century, identity claims and the economic issues linked to the tourist windfall

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