Teacher Answer Key

Case Study

1. Their handcrafted and traditional goods stand out, prompting consumers to pay more for perceived authenticity.

2. Increased costs make some festivities inaccessible, limiting who can participate and potentially alienating long-time residents.

Multiple Choice

1. A

2. C

3. D

Matching

1-D, 2-A, 3-E, 4-C, 5-B

Fill-in-the-Blank

1) Cultural commodification, 2) marketing strategies, 3) forecasting

Short Answer (Sample Responses)

Q1: Commercialization can elevate awareness, provide economic boosts to local businesses, and fund community events or cultural programs.

Q2: Fair pricing ensures that the holiday remains inclusive and fosters goodwill among both residents and visitors.

Q3: Wider recognition could lead to a blend of genuine interest in Mexican traditions and risk of cultural stereotyping; it depends on how events are presented.