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## Abstract

Within the past two decades cultural tourism has become one of the main sources of economic growth for the country of Peru, and especially the city of Cusco. In order to market to tourists who want to learn about cultural differences, indigenous people and the country itself have formed an "authentic" identity that they can sell to travelers. These manufactured authentic representations of the Inca Culture in Cusco are regularly repeated to enforce the indigenous identity of Cusco. I discuss and analyze aspects of cultural tourism like souvenirs, archaeological sites, advertisements and clothing that I observed during my two month stay in Cusco to formulate an explanation on how the state institution and individual actors commodify their own culture to make it an effective economic strategy.

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