

Universal Tourism Values



Ben Sherman
Native Tourism Alliance
USA

Universal Native Values



Native Hospitality

Experience the warm hospitality of North America's first nations, while supporting Native efforts to improve their community economies, preserve their ancient cultures and restore natural environments.



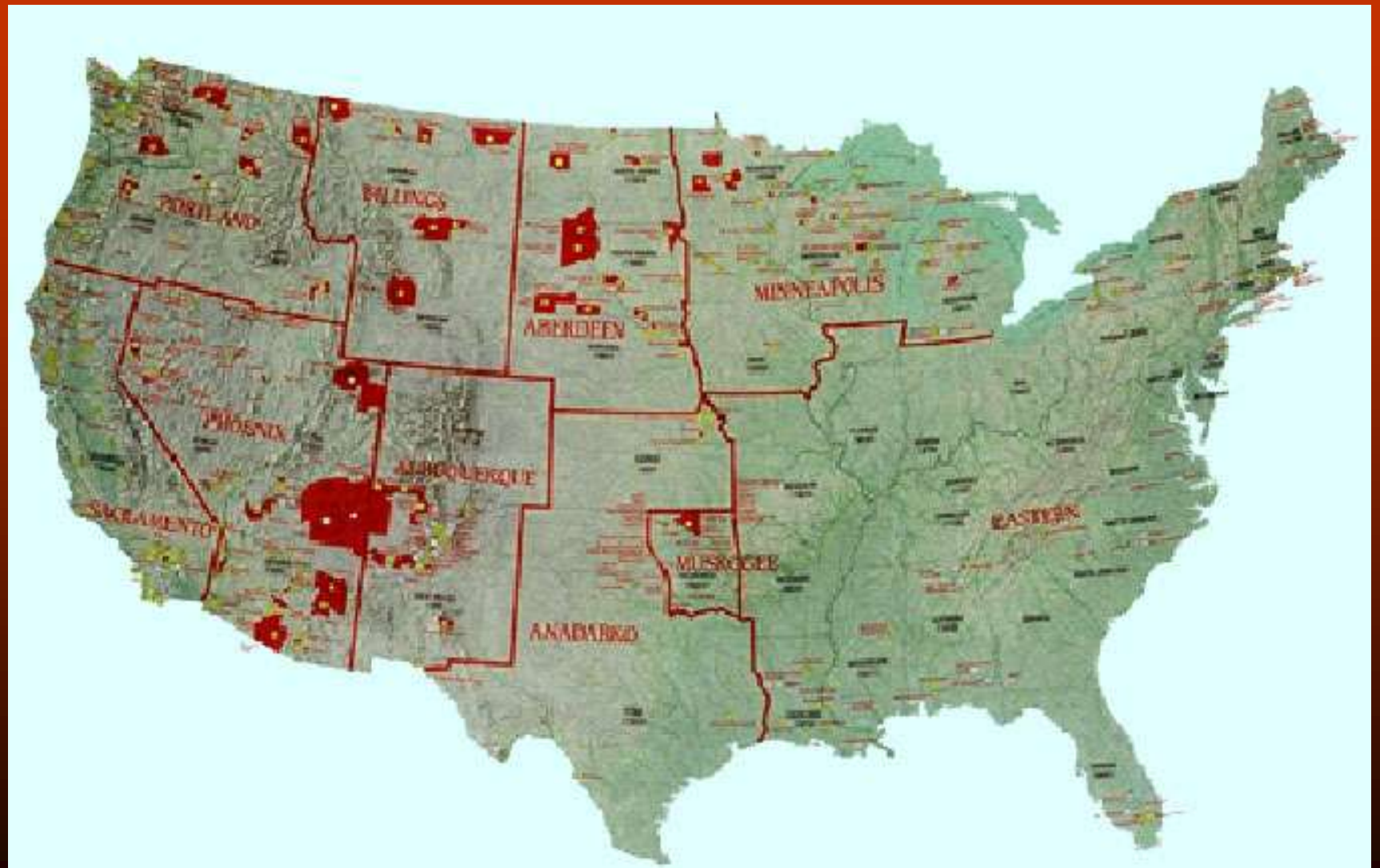




The focus of Native Tourism is to strengthen the capacity of American Indian tribal communities and individual entrepreneurs to develop their enterprises and participate in the global tourism market.



Indian Country USA



Native Tourism...

- Protects our people, our lands and our cultures from unwanted exploitation.
- Reflects the values that American Indians cherish regarding culture, community and lands.
- Informs visitors about ourselves in our own ways, from our own perspectives.
- Causes economic benefits to flow to our people to improve our lives and our lands.



Expressions of Native Culture

Values, Principles
Songs, Dance, Stories
Lifeways, Games, Sports
History, Historical Sites
Cooking, Natural Foods
Medicines, Language
Connections to Nature
Relationship to Animals



Expressions of Native Culture



Apparel
Handicrafts and
Art
Agriculture
Social Structure
Hunting and
Weapons
Spirituality
Dwellings
Sacred Places

Our Promise for the Future

