

Alaska Native Voices



AMERICAN INDIAN TOURISM CONFERENCE
SEPTEMBER, 2018
ALBUQUERQUE, NM



Alaska Native Voices: Administrative Staff



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Alaska Native Voices: Lead with Integrity

Previously, the industry lacked guidelines that are in line with individual tribal goals and cultural sensitivities while respecting their decision-making processes:

We believe that Native Peoples participating in tourism showcasing their cultures have the responsibility to incorporate their tribal values in all aspects of their businesses goals and involvement with the industry.

**BE INTEGRIOUS!
LEAD WITH INTEGRITY
CULTURAL INTEGRITY**





Southeast Traditional Tribal Values

- Discipline and Obedience to the Traditions of our Ancestors
- Respect for Self, Elders and Others
- Respect for Nature and Property
- Patience
- Pride in Family, Clan and Traditions is found in Love, Loyalty and Generosity
- Be Strong in Mind, Body and Spirit
- Humor
- Hold Each Other Up
- Listen Well and with Respect
- Speak with Care
- We are Stewards of the Air, Land and Sea
- Reverence for Our Creator
- Live in Peace and Harmony
- Be Strong and Have Courage





Core Cultural Values

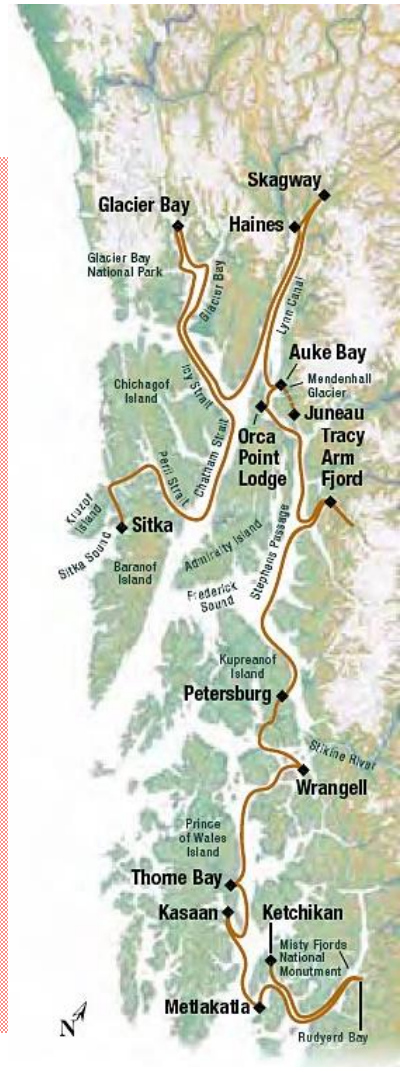
Haa aaní: Our Land

Haa latseen: Our Strength

Haa shuká: Past, Present, and Future Generations

Wooch yax̄: Balance

<http://www.sealaskaheritage.org/node/667>





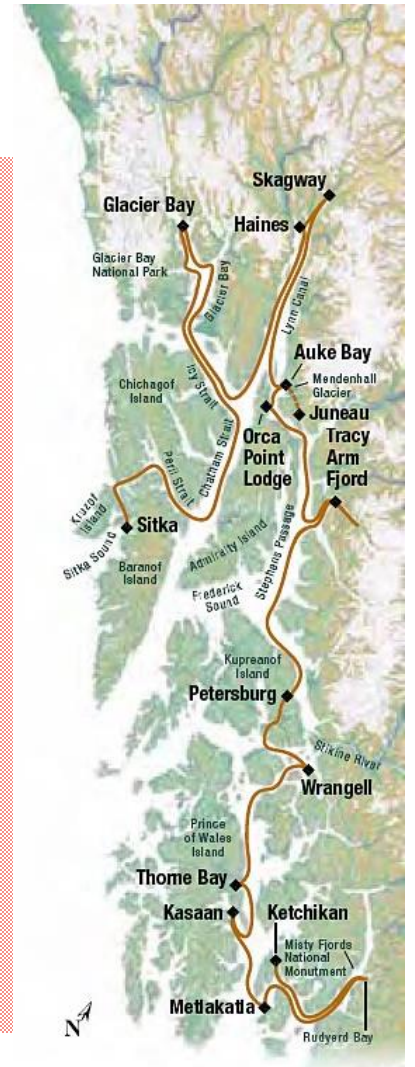
Alaska Native Voices: Mission/Vision

Our Vision:

We envision a future in which sharing culture, heritage and homeland is an integral part of the Alaska visitor experience for all. We will guide our partners to embrace **cultural authenticity** and **accurate and insightful** portrayal of traditional ways.

Our Mission:

Alaska Native Voices is dedicated to developing and providing experienced knowledgeable cultural **tourism professionals** and cultural insight to customers. We achieve this by providing guidance and services which balance business excellence, **cultural integrity**, and visitor expectations.





Alaska Native Voices: Guiding Principles

GUIDING PRINCIPLES:

- Maintain our lands in perpetuity.
- Take Pride in our past and value the wisdom of our elders.
- Foster *woosh jee een* and diversity of thought.
- Perpetuate our culture and land through prudent stewardship.
- Grow a healthy, diversified business that is transparent, innovative, and self-sustaining.
- Continually think ahead and act on behalf of future generations.
- Improve opportunity for all our people.
- Show respect, integrity, and self-accountability.





Alaska Native Voices: Contracting

CONTRACTING:

- Create unambiguous straight forward contracts
- Photographs/Videos/Interviews
- Clan Stories/Clan Songs/Recordings
- The contract provides you with the framework to identify any potentials clarifications needed upfront
- We educate appropriately and respectfully
- We determine cultural appropriateness together to the industry





Alaska Native Voices: Marketing

MARKETING:

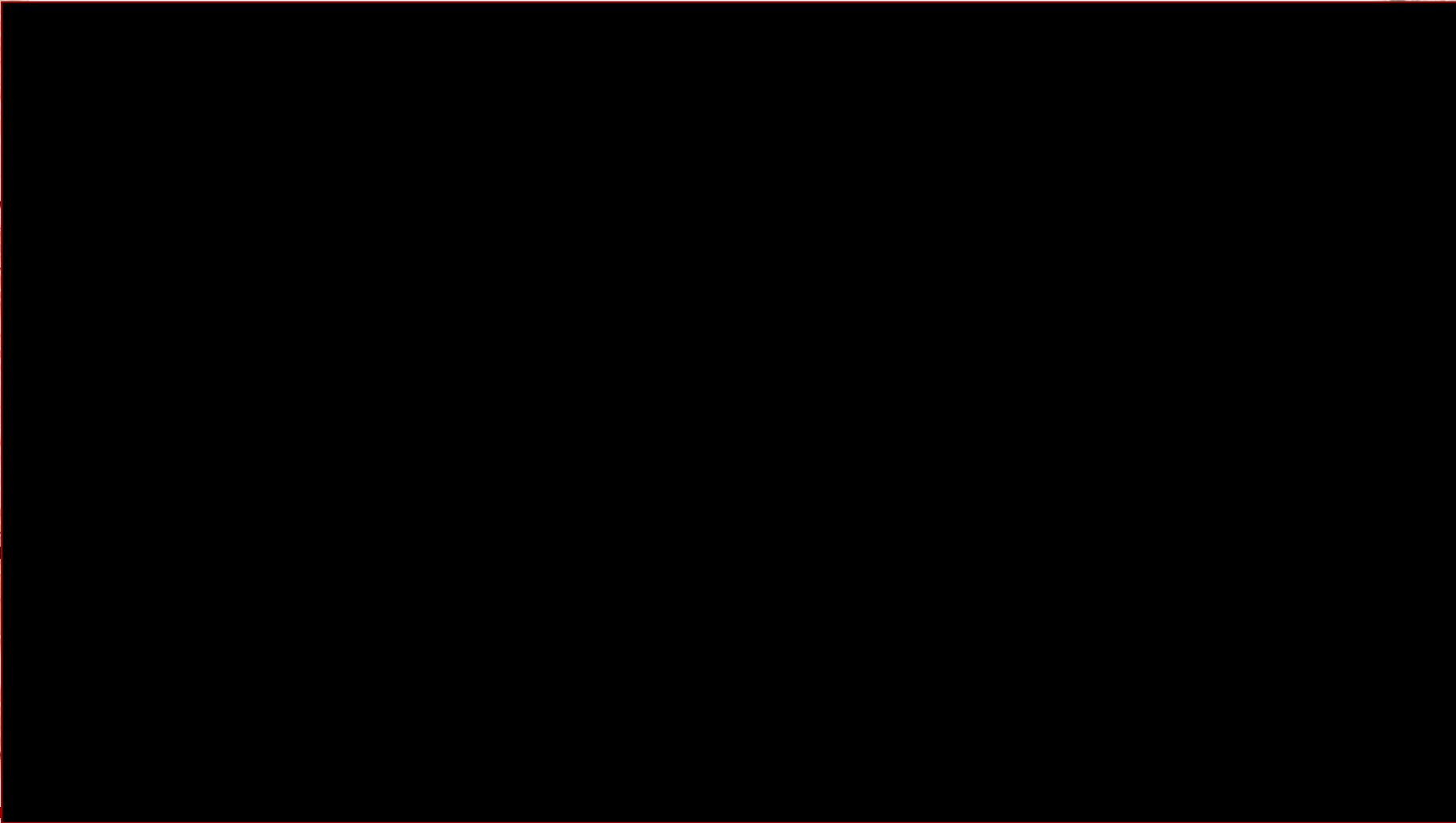
What's the number one way to market your experiences? The internet!

- Create and maintain: internet presence
- Locate your local visitor's bureau and information centers and see where about utilizing their services.
- Know the paths of entry to your programs – work with AIANTA domestically and internationally
- Package with other cultural or non-cultural experiences nearby and know the paths of entry
- Partner – NPS & FED Recognized Tribes
- Press Kits & Video Vignettes



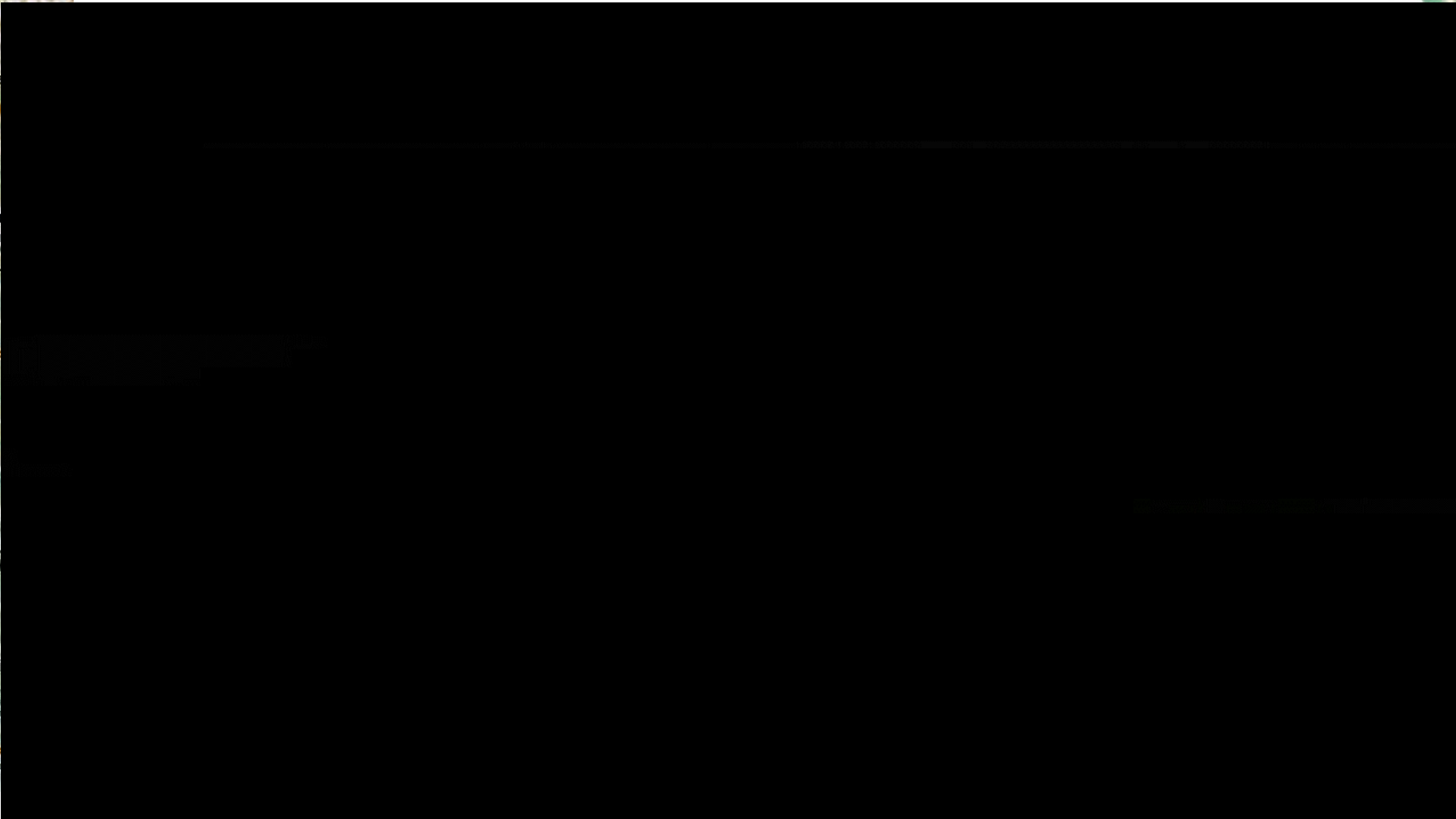


Component Video Vignette





Destination Video Vignette (10)





Operating and Developing Tours

OPERATING & DEVELOPING TOURS

- Hiring/Recruiting
- Training & Mentoring
- Customer Relations & Partnerships
- Developing Successful Operations with Partnerships and Collaboration
- Know your industry and network
- Connect with local tribe and elders on content and collective messaging
- Know the cultural experiences offered pre/post – thematic journey
- Package Tours with other cultural experiences
- Partner and always work with others
- Always be mindful of what you share and how you share it





Aatlein Gunalchéesh!

