Alaska Native Voices

AMERICAN INDIAN TOURISM CONFERENCE
SEPTEMBER, 2018
ALBUQUERQUE, NM
Alaska Native Voices: Administrative Staff

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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 INTEGROUS!**

**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 aani:** Our Land

**Haa latseen:** Our Strength

**Haa shuká:** Past, Present, and Future Generations

**Wooch yax:** Balance

[http://www.sealaskaheritage.org/node/667](http://www.sealaskaheritage.org/node/667)
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.
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.
CONTRACTING:

• Create unambiguous straightforward contracts
• Photographs/Videos/Interviews
• Clan Stories/Clan Songs/Recordings
• The contract provides you with the framework to identify any potential 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 (4)
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!*