

Engaging Responsible Visitors Through Your Story:

A Companion Resource

Engaging Responsible Visitors Through Your Story is a tool meant to be used by your community to communicate desired behavior, conduct and etiquette to your guests ahead of their visit to your lands. This tool was created through a collaborative effort by an all-native advisory group facilitated through an AIANTA / Leave No Trace partnership. The following information is intended to be used as a companion resource to the Engaging Responsible Visitors Through Your Story tool that will assist American Indian, Alaska Native and Native Hawaiians to develop your guidelines, tips and recommendations for guest etiquette.

How to Use the Tool

1. Download the Engaging Responsible Visitors Through Your Story PDF from the AIANTA website.
2. Follow your internal process for obtaining approval to create this new resource.
3. Once approved, consider seeking guidance from your cultural liaisons, natural resources liaisons or other tribal and/or community members to provide input during your creative process.
4. Answer each of the nine prompts from the Engaging Responsible Visitors Through Your Story tool in a separate document and review as a group. After one or more draft versions, present your final draft for review and approval. After review and any additional edits, create your final copy of the document.
5. Upload the final version to your website. You're now ready to begin digitally sharing your new content. Use the newly created web page when communicating with visitors through digital touch points.

Our story is ready to be shared, what now?

Now that you've created your version of Engaging Responsible Visitors Through Your Story, it is time to get the message out to visitors. Here are some tips to get you started:

1. Post to your website.
2. Post your website link to social media. Include the top three demographics or audiences that you might desire to approach with this newly developed content. What are the top five social media platforms for travel? Facebook, LinkedIn, Instagram, TikTok, Snap Chat



Our story is ready to be shared, what now? (Continued)

3. Include a link on your listing on NativeAmerica.travel. Free, no cost to you to use this and it provides you with massive exposure.
4. Include your information in marketing materials including QR codes.
5. Create a link from your booking-confirmation systems to your webpage.
6. Consider sending a reminder through your booking system with the information a couple of days ahead of a visitor's arrival.
7. Work with tourism organizations and destination partners at the regional, state, national and even the international level who can share your web-link through their communication channels.
8. Consider creating additional ways of sharing this information - a video, a press release, a magazine article and more.

Recommendations to Protect Your Newly Created Content

Consider copyrighting all of your original works and content. Include that copyright language on any webpages or documents where this content exists.

If allowing any other entities to use your original works and content, establish clear guidance for how those partners may contact you for permission and the guidelines to use your materials.

As a recommended guideline, make it clear to non-native entities granted that your original work and content does not speak for all native nations and native communities everywhere. Example: While these are the wishes of the (insert community here) people, they may or may not reflect the wishes, desires or guidelines of other native nations and native communities. Each native nation and native community is unique with its own history, culture, traditions and recommendations for guest etiquette.

