

- **BE OPEN** to change
- **TRY TO HELP** each other

• **FIND OUT** what kind of tourism the locals want to have and take that as the starting point of your business development.

• **FOSTER RELATIONSHIPS** with other tourist companies and local livelihoods

+ Check beforehand that what you plan to do is acceptable to the locals

- + Local companies can help outsider companies by instructing them on the local culture
- + Local companies can show outsiders how to present the local culture respectfully
- + Local guides are best as outside companies never have the same amount of local knowledge



COOPERATE AND COMMUNICATE
with the local traditional livelihoods, community and other companies

• Traditionality and modernity are not mutually exclusive. **YOU CAN BE TRADITIONAL AND MODERN!**

• **BE AWARE** that you are representing your culture to the outside world. Therefore, know your stuff and educate yourself if needed!

• **ATTRACT** guests with shared interests and values but first **KNOW** your interests and values

• **DO** what you love and **LOVE** what you do



BE YOURSELF

• **EVERYDAY CULTURE** is exotic enough and, when presented well, it can be powerful

• **KEEP IT SIMPLE**

• **BE CONFIDENT** in your product, have a purpose for it and be aware of what this purpose actually is!

• **BE AWARE** of how your products affect the local community and environment (responsible and sustainable tourism)



NO NEED FOR ARTIFICIAL PRODUCTS

- **CHALLENGE** your guests
- **INVITE** interaction
- **TRUST** the common sense of tourists and give them tools to learn
- **STRUCTURE** products around common interests between you and the guests



DIALOGUE AND CULTURAL EXCHANGE

COOPERATION

BE REAL, life writes the best stories

- **KNOW** your rights, but do not insist on them
- **BE PREPARED** to compromise



WORK FOR THE COMMON GOOD
..as well as your own

- **TELL** people about things you know
- **SHOW** a current and truthful image of culture
- **REMEMBER** that culture is always changing and that is ok!

+ Give a holistic image of culture. This allows for a wider range of products

+ Counter romanticised images

+ Continue traditions, but do not try to "freeze" them. Care for them!



LIVE YOUR CULTURE

PATHS TO CULTURALLY SENSITIVE TOURISM

Whichever path you choose, you need local knowledge to succeed.