



- 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.
  - Check beforehand that what you plan to do is acceptable to the locals
- FOSTER RELATIONSHIPS with other tourist companies and local livelihoods
  - 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**

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

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

**BE REAL,**  
life writes  
the best stories

- TELL people about things you know
- SHOW a current and truthful image of culture
  - Give a holistic image of culture. This allows for a wide range of products
  - Counter romanticised images
- REMEMBER that culture is always changing and that is ok!
  - 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.