

CGG30 Unit 3: Culture and Tourism

Activity 4: Aboriginal Tourism

Overview

When touring a foreign country, many tourists express an interest in experiencing aboriginal tourism yet many never do. Aboriginal tourism is a part of the tourism sector that needs to be promoted more fully to tourists as a valuable part of a country's attraction.

Lesson

Aboriginal tourism has been often overlooked as a viable part of tourism for a country. Rather than present the culture of aboriginals, tourists often only see a “token” representation at ceremonies or photo ops or historical re-enactments. Aboriginal tourism allows tourists to experience the “old ways” of living (protecting and living in harmony with the natural environment) and how important it is to continue these ways to have a viable future.

Tourists who want to experience the authentic aboriginal culture can be divided into two groups. The first group wants to visit the aboriginal site and take home the souvenirs. The second group wants to participate and experience firsthand the aboriginal culture. Aboriginal groups are developing strong marketing tools to reach these prospective tourists. Aboriginal tourism allows aboriginals to further develop a sense of pride in their history and heritage. Local economies also benefit from increased tourism. The largest concern regarding aboriginal tourism needs to be the risk of commercialization. Some type of balance must be had between the cultural meaning of rituals and the chance to make a profit.

MARKETING ABORIGINAL TOURISM



Aboriginal tourism is a new and growing sector of national tourism industry that is still often overlooked. Oftentimes, aboriginals were portrayed by stereotypes: the loin clothes, painted faces or the Inuit bundled up from the cold. These stereotypes unfortunately gave prospective tourists the wrong impression about what an aboriginal culture really was about. Advertising often ignored the rich cultural diversity found within the aboriginal community from region to region. Advertising led tourists to believe that there is only one type of culture to found in Australia, Africa or Canada. It also portrayed the aboriginals as living out of touch with the contemporary world. Aboriginal tourism can change an aboriginal community for the better if done correctly.

Historically, aboriginal communities have been plagued by social and economic problems. Tourism allows an opportunity for communities to improve and ultimately have some type of economic benefit. Effective marketing campaigns for aboriginal tourism are needed to allow tourists to access information about the opportunities available.

POW WOWS

A Pow Wow is an aboriginal celebration of friendships and renewal through dance, song, storytelling and drums. Tourists can share in this experience of the native culture through stories, art, jewellery, and clothing. Several Pow Wows can be found throughout Ontario—in Tyendinaga, Hagersville, Manitoulin Island and a major Pow Wow in Toronto.

LIVING HISTORY

Aboriginals can share their history through museums. Native villages current and recreations, offer a glimpse of real life for aboriginal. Another unique opportunity for tourists is to experience native culture first hand. Inuit throat singing, rain dances, petroglyphs (carvings of shapes and figures from 1000 years ago), and food and so on. In Polar Bear Provincial Park, the daily life of 9000 years ago of the First Nations people can be experienced through a variety of tours to experience all aspects of cultural life. Tour groups run by aboriginals allow them to educate tourists on the importance of the land to the daily life of these First Nations people.

Nature plays a key role in the aboriginal culture, whether it's in Canada, Australia or Africa. Aboriginal beliefs hold that there is no barrier between spiritual and physical worlds and many aboriginal sites reflect this belief. Australia's Uluru Rock, formerly known as Ayers Rock is an example of both living history and the aboriginal community participating actively in the tourism process. In 1985 Australia returned the park to the Aboriginal Anangu who in turned leased it back to the Australia's National Park system. The park is managed by both Aboriginals and Australian government officials. Aboriginal employees ensure that the spiritual meaning of the rock is not lost on tourists and that tourists are educated that to the Anangu's all living things on and around the rock is evidence that their ancestral beings still exist. Over 400 000 visitors come to the park each year.

In Brazil the Yanonami tribe is dependent on their environment to meet their basic living needs. Yet today, their basic livelihood is under threat from the tourist culture: disease, land speculators and mining companies.

In Africa, indigenous tribes become the destination for tourists. Guests stay in traditional indigenous huts, listen to traditional songs and tales, watch ceremonial dances and participate in safaris in order to get a taste of aboriginal tourism.

Assignment

Using the Internet and other sources of information, research an aboriginal tourist experience from anywhere in the world. In the review be sure to detail the following:

- Name of aboriginal experience
- Description of the experience—the 5 W's (who, what, where, when, why)
- Location
- Costs
- Seasons and time open
- What you would like or not like about the opportunity

Aboriginal Travel Review Rubric

Categories	Level 1 (50 - 59%)	Level 2 (60 - 69%)	Level 3 (70 - 79%)	Level 4 (80 - 100%)
Knowledge and Understanding Demonstrates knowledge and information about the topic by meeting all the requirements	Demonstrates limited knowledge and information about the topic	Demonstrates some knowledge and information about the topic	Demonstrates considerable knowledge and information about the topic	Demonstrates thorough knowledge and information about the topic
Thinking Identify natural and human features that attract tourists to aboriginal regions.	Identify natural and human features that attract tourists to aboriginal region with limited effectiveness	Identify natural and human features that attract tourists to aboriginal region with some effectiveness	Identify natural and human features that attract tourists to aboriginal region with considerable effectiveness	Identify natural and human features that attract tourists to aboriginal region with high degree of effectiveness
Application Overall presentation of the travel review was planned and professional	Overall presentation of review was poorly planned and professional	Overall presentation of review was somewhat planned and professional	Overall presentation of review was well planned and professional	Overall presentation of review was thoroughly planned and professional
Communication Communicates the Results of a geographic inquiry.	Communicates the Results of a geographic inquiry with limited ability	Communicates the Results of a geographic inquiry with some ability	Communicates the Results of a geographic inquiry with considerable	Communicates the Results of a geographic inquiry with a high degree of ability

Note: A student whose achievement is below Level 1 (50%) has not met the expectations for this assignment or activity.