



AUTHENTICITY GUIDELINES

Tourism is an important way to celebrate Mi'kmaw language and culture



MI'KMAW CULTURAL AUTHENTICITY

- What is meant by Mi'kmaw cultural authenticity?
- Being L'nu
 - Respecting, not exploiting
 - Expressing our language, cultural beliefs, history & stories
 - Celebrating our diversity



AUTHENTICALLY MI'KMAQ

- How do we know when something is authentically Mi'kmaq?
- Must originate from our people
 - Transparent: Knowledge of and willingness to share about a story or product's origin
 - Must connect to Mi'kmaw history and tradition



CULTURAL EXPERIENCES

- Who should offer cultural experiences to visitors?
- Elders and Knowledge Keepers
 - Those raised with a strong cultural background
 - Those with experience and guided by Elders



BAND ROLE

- The Band's role:
- Develop and mentor – help tourism businesses to grow
 - Value and support crafters and artisans
 - Strengthen opportunities to learn language, culture & traditions
 - Offer tourism experiences through Band controlled entities



SHARING EXPERIENCES

- Examples of what can be shared:
- Stories,
 - Songs, dances, Mawiomis
 - Traditional Foods
- Examples of what should not be shared:
- Sacred spiritual, personal, and medicine ceremonies
- Putting a price on it:
- Those who share the language and culture should be compensated – we live in modern times and money is acceptable
 - Charging fees will vary depending upon circumstances



CULTURAL BORROWING & CULTURAL EVOLUTION

- What's really ours?
- Mi'kmaq have adapted to survive
 - Our knowledge and wisdom must evolve
 - Practices can be authentic even if influenced by others
 - Transparency, knowledge, and openness about other cultural influences is key



NON-MI'KMAQ ROLE

- Mi'kmaw cultural tourism must be created, controlled & led by Mi'kmaq
- Non-Mi'kmaq as partners and collaborators is welcomed
- Cultural awareness training is essential



AUTHENTICATION

- Our language and culture must be protected from exploitation
- Authenticity is determined by Elders and Knowledge Keepers
- We must allow our artists freedom to create
- Authentication should include ongoing cultural appreciation, mentorship, & training



VISITORS

- How will visitors know a product or experience is authentically Mi'kmaq?
- An authentic Mi'kmaw brand that is recognized globally
 - Mi'kmaq visibility throughout Nova Scotia
 - A certification process