

Introduction: and resistance (sium and ritskes, 2013.)



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Introduction: Indigenous people carry the culture from the past time from the ancestors of any region. Now a days most of them are getting modernized and some are kept away to follow their own culture to exploit the local cultures of the region. Some indigenous tribes are following the culture, own living life styles in the society. Now in this paper I am going to present about indigenous people significant role in the society and how they are being represented in media and commercial context of tourism and entertainment industries.

Indigenous people are represented in Media: Media, is an impersonal channel allowing a large diffusion and collect information's, and it, whatever the medium: radio, books, press, television. Indigenous groups are represented in the media. Media that can include news and magazine, novels, radio broadcasts, television and films, brochure.

Normally the stories are used to share the information and knowledge. Storytelling is significant role in indigenous cultures. Storytelling in indigenous culture was, and continues to be, a way to resist losing elements of their culture such as language, history and cosmology to assimilation (Iseke, 2013).

) Indigenous storytelling can also be seen as an act of decolonization and resistance (Sium and Ritskes, 2013.) The indigenous people issues are covered in media. For example, in New Zealand, the tribe called Maori. The Maori people they created their own Maori Television (Channel). In the television, they cover news and programmes, daily based shows.

The aim is to protect their language, the language is called "taonga". In Maori culture important is cultural protection, cultural understanding (Worley, 2009). To protect the Maori people language their programmes and shows are spoken in taonga language, in Maori television the shows "Kairakau" this can telecast in Maori language. They have language show in Maori television called "Korero Mai." In Maori language programme, they share their stories and own experiences.

It also keeps the Maori language and culture in the mainstream media. The modern Maori people and creating content that continues to showcase the culture and community. By participating in storytelling and sharing their personal stories (cultural, historical). The Maori indigenous people perspective can also make great contributions works in the media, through the tv shows and films newspapers, books. Indigenous people participation in the media can help and cover indigenous issues, problems.

Indigenous films useful when bringing cultural and communication styles to audiences. In the television through the story telling it can help to indigenous people and non-indigenous people to know the issues and problems of them. The indigenous people are covered in media is a factor in growing cultural awareness. An awareness of indigenous culture in an educational setting is also important. To expanding the schools to cover indigenous history, culture and language.

The events can help many journalists and media producers create a foundation for creating stories with indigenous people and indigenous issues (Pierro, 2013). The indigenous people are participating in media and also

self-participating in media production. In indigenous television, people who are working in media as reporters and media producers they need more education. When increasing indigenous representation in the media it can help to non-indigenous people awareness of the indigenous experience by using personal stories, in the Maori television, the real and modern Maori people issues can have covered by story. Indigenous people are represented in Tourism: Tourism is the world's largest growing industry and can generate a large amount of revenue. Worldwide, international tourist arrivals in different countries in large scale. Indigenous tourism is an expansive tourism industry.

The Sami people living in northern Europe (Norway, Finland, Sweden) and some part of northern Russia also. In tourism, the Sami people they do reindeer herding. Sami tourism can offer different field of job opportunities in tourism industry, through the jobs they share cultural information and experiences of indigenous Sami.

The Sami tourism may harm the indigenous culture and indigenous environment. The indigenous Sami residents are preferred to live in the coast, the coast side Sami people they are called as Sea Sami. The traditional Sami people can be found in inland part.

The Sami culture attracts an increasing number of visitors. The indigenous tourism development based on the Sami. Sami culture has a different history and different conditions in the Norway, Finland, Sweden and Northern Russia.

The Sami language, traditions, culture and relations to the non-Sami population affect the tourism development. Sami tribe, they have their <https://assignbuster.com/introduction-and-resistance-sium-and-ritskes-2013/>

own SamiParliament in Karasjok (Finnmark). In recent years the Norwegian Sami put effortsto develop sustainable Sami tourism. In Finland Sami and non-Sami criticisedventures in Sami tourism. In Finland Sami ceremonies have been invented andmarketed for tourists. (Gustavsen 1998, Viken 1997a). The small group of Samiliving in Russia, on the Kola Peninsula, have hardly been involved in tourismactivities at all (Lyngnes & Viken 1998). TheSami in Sweden they are also involved in reindeer herding, and are members ofthe Sami communities.

Most of the tourists have visited the Swedish Sami. The touristsvisited the Sami camps and Sami traditional places in Sweden. In some placestourists visited Sami Lavvu, inside the Lavvu they serve the food and hotdrinks. Sometimes tourists can sleep inside the Lavvu.

Tourists in the north ofSweden valued the Sami men for their skill as guides (Nilsson 1999, Tottie1977). TheSami tourist attractions have unchanged in past years ago, but some changes in Samisociety. The changes in lifestyle and the changes in reindeer herding. Despitethese changes, the changes can promote to in the way of traditional Sami. The Samiindigenous have nature knowledge, environment development, agriculture farmingand animal herding. TheSami to start tourism enterprises. The Sami people are interested to invest in indigenoustourism, the indigenous tourism industry is expensive and there is also a large-scaledemand for Sami tourism.

Large number of tourists increasing to visit Sapmi, and they are all based on Sami culture and heritage. In Sapmi there is differenttype of activities attracting the tourists. Buildinga monument that shows culture of Sami

people in a very artistic way with a temperature gauge is a possible landmark in Karasjok. Tourist can take a selfie, snapchat, this is very good social media marketing. Indigenous Sami they are in a place with very rich Sami culture and history. It can become part of the story that they can be used for marketing tourism products.

They are offering authentic experience of Sami culture. The Sami tourist attractions into different categories. The Sami people can create authentic and unique experiences, where the visitors can find genuine products. Sami tourism entrepreneurs market experiences. In tourism industry Sami people, normally every day they try to adjustments for tourists. In mountain region, the Swedish Sami live, the landscapes are significant role in tourism.

Many of the tourist attractions in Sapmi take place outdoors, or in the indigenous habitat as Smith (1996) prefers to call it. The reindeer is symbol of Sami culture, they do reindeer sledding activity with reindeers. The Sami handicraft is such an important part of Sami tourism.

The making of the handicraft and the places in which it is sold can be considered as tourist attractions. In Sami tourism, the arts and crafts are very important. The crafts and arts can show the information about Sami culture and tradition. With the help of storytelling tourists can easily understand about the Sapmi. Normally the Sami people can sell the tourism products, but non-Sami people can also sell the products or destinations. One of the Swedish towns maintained the strongest Sami profile. The local markets in winter time look like a festival.

The winter market is a large and famous attraction of Sami. For example, Sapmi park in Karasjok, Norway. It represents the Sami culture and traditions in tourism industry.

“ Sapmi Park presents the Sami culture and history in an enthralling, informative and entertaining way. We have something to offer everyone, whether you are at a conference, a meeting, or just on holiday. The cultural park lies in the centre of Karasjok, a Sami town of 3000 people. Karasjok, with its recognized Sami institutions and thriving Sami culture, is the ‘ capital’ of the Sami people in Norway. Karasjok is a bilingual municipality where 90 % of the population speaks Sami. There are about 60000 reindeer grazing in the area throughout the autumn and winter”.

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