

Engaging Responsible Visitors Through Your Story: A Visitor Tool

Instruction: The prompts below are designed to assist your tribe, village or community in its ability to share your story with visitors regarding responsible and respectful travel and recreation. The prompts are written in quotations with additional context underneath in italics. You are welcome to edit and change the prompts to fit your individual needs. Remember, it's beneficial to use similar language when creating your text narrative.

1. “Welcome to our ancestral homelands.”

Create a standard or consistent greeting you can use in all your printed or digital materials.



2. “We are _____.”

Insert the name of your tribe, village or community into the space above. Other content to include under this prompt may include how the name is pronounced phonetically or its English common name. Language and understanding are important aspects of visitors being respectful and responsible during their travels to your community.

3. “We are located _____.”

How do you define your location or place? What are ways you can talk about your community's location to help provide additional context for the visitor?



4. “Our traditional language is _____. We also communicate in _____, _____ and _____.”

Let your visitors know the name of your traditional language. What other languages does your community communicate in—any Spanish, French, English, Mandarin, or American Sign Language...? Sharing this information with visitors helps educate them ahead of their travels to your community and encourages meaningful interactions.

5. “Responsible and respectful visitation is important to us because...”

Why is responsible and respectful visitation important to your tribe, village or community? This important overarching “Why” is something that all visitors should be aware of before entering your community.



6. “Visitors can respectfully visit our communities and responsibly recreate outdoors on lands and waterways by:”

Create a list of up to 10 ways visitors can responsibly and respectfully spend time in your community or on your land and water spaces. Use the statements below for creating each item on the list. This proven structure is a successful way to reach visitors:

- **Sentence 1:** What action do you want visitors to do (or not do)?
- **Sentence 2:** Why is this action meaningful? The reason “WHY” is crucial after requesting a certain action. It helps to establish the context and the reason behind the action. Note: sometimes the reason “WHY” is attributed to a law or regulation. For the purposes of this sentence #2, it is helpful to go behind “the rule of law” as the reason why certain visitor actions are meaningful. Consider the “WHY” from place of community norms, cultural meaning, spirituality and/or the natural world.
- **(OPTIONAL) Sentence 3:** What alternatives exist for the action we ask visitors not to do? Give a visitor an alternative to the action that may be a way to redirect their behavior into something more positive for the community or for their own visitor experience.

7. “We know traveling to new places inspires many questions, and sometimes those questions are difficult to ask. We encourage our visitors to ask questions during their visit:”

What are the questions that you wish visitors would ask you so they can avoid “missteps” that previous visitors have encountered? These might be questions you wish visitors would ask ahead of their visit to your community. If you do not have a set of questions at this time, consider how encouraging a “look, listen and learn” philosophy is one way that a visitor can begin to learn about your community. Another possibility is to lead with the prompt, “Ask us about...”, a method that is action oriented and yet allows you to focus on a certain topic. Or, another approach may be to anticipate your visitor asking: “How do I...?” and develop answers to questions that visitors commonly ask (or think about but do not ask out loud).

8. “Visitors can further support our community by:”

There are many meanings behind the word “support.” This may be supporting local tribal or village enterprises, donating items/resources to the community, support in the sense of encouraging visitors to share these words of responsible visitation with their friends and family and much more. Meet with your council to explore and identify what this sense of “support” could mean for your tribe, village or community.

9. “Here are resources where you can learn more about us:”

Where can visitors continue to learn about your tribe, village or community? Are there digital resources you can share? Are there places such as cultural centers within the community that are the best source of information once visitors arrive? Do you have a recommended book list or reading list? Visitors are generally eager to learn more once they feel empowered to do so. Providing additional resources will help equip visitors with a desire for more knowledge.