

# SUSTAINABLE TOURISM ON INDIGENOUS LANDS: REPRESENTING AND PRESERVING LIVING HERITAGE

Tourism can both protect and destroy. When done correctly, it can protect Indigenous land, culture and future generations. - *Suvi West, Sámi filmmaker and novelist*

Cultural sustainability is not about preserving the past — it's about creating space for Indigenous cultures to thrive on their own terms. - *Taija Aikio, Audience Manager, Sámi Museum Siida*

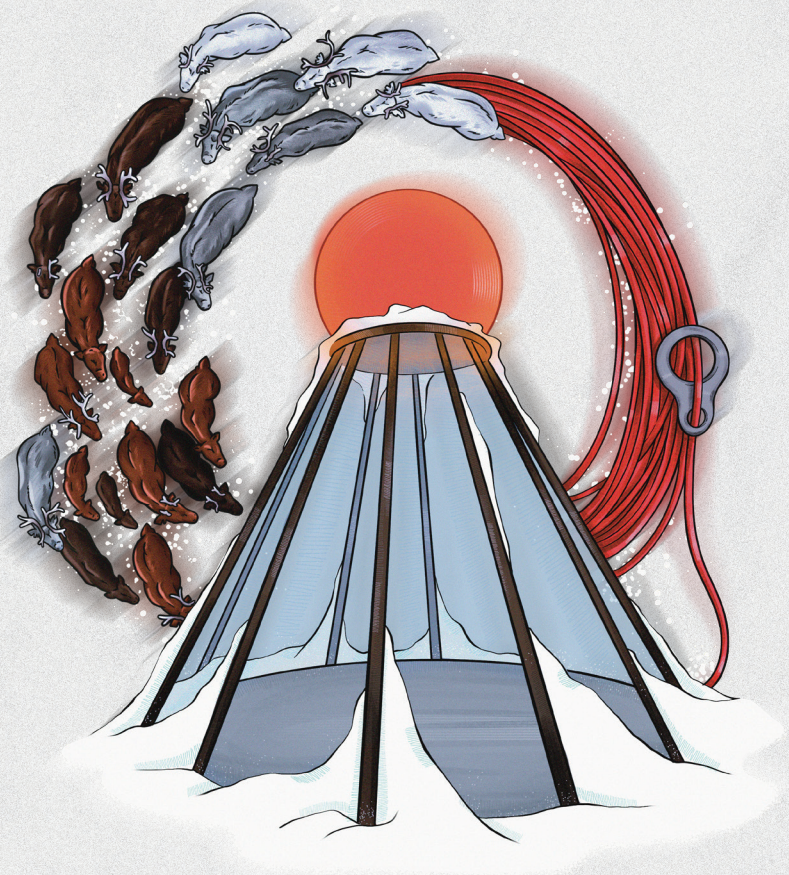
Sustainability means that our land is still there for our grandchildren. That our languages are still spoken. That we are not only remembered in museums or travel brochures — but that we are thriving, innovating, and shaping the Arctic future ourselves. - *Niila-Juhán Valkeapää, Working Chair, Youth Council, Sámi Parliament in Finland*

## NOTHING ABOUT US WITHOUT US.

The Indigenous community should participate in development projects right from the outset and also be the decision-maker. - *Taija Aikio, Audience Manager, Sámi Museum Siida*

If you are not Indigenous, don't tell our story. Let us tell it ourselves. - *Sébastien Desnoyers-Picard, President and CEO, Destination Original Indigenous Tourism*

Indigenous-created certifications, such as Sámi Duodji and Sámi Made, maintain Indigenous Peoples' right to control and represent their own culture and heritage. - *Christina Hætta, Head of Cultural Unit, Sámi Council*



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*Poster designed by Ellen-Maarit Juuso*

