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### How 'they' see 'us': Native American images of tourists

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#### Abstract

Native American folklore and mythology has many examples of burlesquing 'the Other'. Such historical parodies and critiques of 'the whiteman' influence contemporary attitudes towards tourists. Pueblo and Navajo silversmiths in New Mexico express and manipulate stereotypical images of tourists and Indians in making and selling their work. This helps them deal with the problems of face-to-face interaction with tourists. Stereotypical images can function to defend and protect as well as to discriminate. Tourism research can profit from greater attention to 'host' group attitudes towards 'guests', and situationally specific interactions between tourists and locals.

Résumé

'Eux' et 'nous': comment les Indiens d'Amérique voient les touristes. Le folklore et la mythologie des Indiens d'Amérique offrent beaucoup d'exemples de

tourner l'autre en ridicule. De telles parodies et critiques historiques du Blanc influencent les attitudes actuelles envers les touristes. En faisant et en vendant leurs ouvrages en argent, les orfèvres Pueblo et Navaho du Nouveau Mexique expérimentent et manipulent des stéréotypes des touristes et des Indiens. Ceci les aide à résoudre les problèmes de l'interaction face-à-face avec des touristes. Les stéréotypes peuvent fonctionner pour défendre et protéger aussi bien que pour établir des discriminations. La recherche en tourisme peut profiter d'une plus grande attention aux attitudes des groupes qui rejoignent envers leurs invités, et à l'interaction dans une situation spécifique entre les touristes et les gens du pays.



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## Keywords

folklore; images of tourists; strategies for communication; stereotypes

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examines the influence of tourism, ethnic groups (especially Native Americans), and the American legal system. Her research interests include "folklore", conceptualizations of tradition, car culture, and documentary film.

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