



AN INTRODUCTION TO WINTA

Corporate Aspirations

Vision

Indigenous peoples contribute through tourism, to a world where people live in harmony with each other and the environment around them.

Mission

To promote the survival, dignity and well-being of the Indigenous peoples of the world, by advancing the rights of Indigenous peoples through tourism consistent with the standards articulated by the United Nations Declaration on the Rights of Indigenous Peoples.

WINTA's Positioning Statement

The Voice	The Partner of Choice	The Bridgebuilder
for global Indigenous tourism	for fostering the development of global Indigenous tourism	between stakeholders with an interest in global Indigenous tourism

Organisational Values

WINTA operations are based on:

The Voice	The Partner of Choice	The Bridgebuilder
... for global Indigenous tourism	... for fostering the development of global Indigenous tourism	... between stakeholders with an interest in global Indigenous tourism

**Universal
Indigenous
Values including
kinship,
reciprocity and
respect**

**Sustainable
partnerships
based on
mutually
beneficial
relationships**

**Shared
information and
experiences that
lead to
informed
decisions and
empowerment.**

WINTA Objectives

The Voice	The Partner of Choice	The Bridgebuilder
... for global Indigenous tourism	... for fostering the development of global Indigenous tourism	... between stakeholders with an interest in global Indigenous tourism
Universal Indigenous Values including kinship, reciprocity and respect	Sustainable partnerships based on mutually beneficial relationships	Shared information and experiences that lead to informed decisions and empowerment.
Advocacy	Partnerships	Networking
To advocate in support of Indigenous peoples wishing to develop responses to issues and opportunities arising from existing and proposed tourism developments and trends of global interest	To facilitate relationships between Indigenous and non-Indigenous peoples to realize global social, environmental and economic opportunities through Indigenous peoples participation in tourism;	To foster networking opportunities for Indigenous and non-Indigenous peoples to share information and experiences on international opportunities and issues for Indigenous peoples in tourism

Advocacy Activities

- **Providing a global umbrella organization** for tourism-related Indigenous issues and opportunities
- **Promoting research and development projects** that promote the rights of Indigenous peoples in tourism
- **Promoting international declarations** which foster empowerment of Indigenous peoples through tourism
- **Promoting recognition systems and case studies** which exemplify best practise for supporting the rights of Indigenous peoples in tourism

Facilitation Activities

- **Implementing existing MOUs** & associated projects in collaboration with partners that promote the rights of Indigenous peoples in tourism
- **Developing new partnerships** to facilitate mutually beneficial engagement between Indigenous and non-Indigenous tourism including product matching of selected travel trade and market-ready Indigenous tourism providers
- **Providing fee-based consulting** or project management services for emerging Indigenous tourism destinations/local & national governments/global development agencies

Networking Activities

- Developing a **Global WINTA Network**
- Creating and maintaining **digital and social media channels** to support the ongoing dialogue and sharing of information on responsible Indigenous tourism development.
- Supporting Indigenous tourism **participation in International tourism conferences**