

MARKETING GUIDELINES

for framing topics related to contextual colonialism and racism in Holbrook destinations

1. Use indigenous names instead of colonial names.

Examples: Denali instead of Mt. McKinley, Uluru instead of Ayers Rock.

In cases where the English name is almost universally accepted, use the English name on first use and at high-level marketing (trip titles, etc.) but include the native name at least once in body copy. Examples: Rapa Nui instead of Easter Island, Mosi-oa-Tunya instead of Victoria Falls.

2. Do not use photos of sacred aboriginal sites per cultural request.

Example: Uluru

3. Avoid words like “exotic” to describe cultures different to the United States.

4. Use “the United States” instead of “America.”

5. Avoid using quotes describing a colonized country spoken by a member of the colonizing system.

Example: Winston Churchill calling Uganda “the Pearl of Africa,” any quote by Rudyard Kipling about India, quotes by conquistadores about present-day Mexico, etc.

6. De-romanticize language surrounding poverty, colonial or racist systems, indigenous communities, etc.

Original itinerary copy: Later, have lunch at the Karen Blixen Coffee Garden and then take a tour of the city. During your city tour, you will visit the Karen Blixen Museum, former home of the Danish authoress of the book Out of Africa, for an insight into the romantic story of her life in Kenya. Enjoy a guided tour around her house, filled with memorabilia from the movie Out of Africa as well as a walk through the old coffee factory and beautiful garden with views of the Ngong Hills where Denis Finch Hatton, Karen's lover, who died in a tragic airplane accident in Tsavo, lays buried.

Suggested edits: Have lunch at the Karen Blixen Coffee Garden and take a tour of the city with a visit to the famous home of the Danish “Out of Africa” author. Enjoy a guided tour of her home filled

with memorabilia from the movie. Later, walk through the old coffee factory and the beautiful gardens with views of the Ngong Hills, where Denys Finch Hatton lays buried.

Additional examples: Cuba's colonial architecture and "vintage" style

7. Encourage tourist action that directly benefits local and indigenous populations where possible.

Example from a blog post: While white South Africans were allowed to live in the cities during Apartheid, the black African majority was relegated to townships like Soweto, and stifled under poverty-stricken conditions. Today, Soweto is struggling to balance its past and its future, with the added complication of gentrification from tourist presence. Visitors to Soweto should be mindful of the kinds of experiences they choose to have in the township, and who their tourist dollar is benefiting.

8. Be cognizant of white European intervention in in non-white destinations, whether for business/commerce, or even fields of scientific research, discovery, and conservation.

Examples: Christopher Columbus in the Caribbean, Rudyard Kipling in India, the Leakeys in Tanzania, Karen Blixen in Kenya, etc. Spend five minutes on a quick Google search to get an understanding of individual involvement within a larger system, and how local communities/environments were impacted. While some European presence is more harmful than others, context is important and should be included where appropriate (considering word count, subject matter, material format, etc.).

9. Avoid the use of the words "game drive" instead use "wildlife viewing". Game driving refers back to the practice of hunting of the lion, leopard, rhino, elephant, and buffalo.
