



Is the Sacred for Sale: Tourism and Indigenous Peoples

Alison M Johnston

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'Definitely a book that sheds light on perspectives and perceptions about today's global economy. A must read for tourists and corporations alike - also heads of state, the media and environment groups - all of whom need to be informed on this key subject.'

Chief Garry John, Chair and Spokesperson, St'at'imc Chiefs' Council

'an activist's call to action on behalf of people who have been made invisible in the merciless spread of globalization under corporate control.'

Nina Rao, Southern Co Chair of the Tourism Caucus at the UN Commission on Sustainable Development, and Professor of Tourism

'A powerful and much-needed tool to fight the seemingly all-pervasive ignorance in the corporate and consumer-driven world that continues to hail ecotourism and other tourism 'alternatives' as beneficial to local people without looking at the root causes of problems.'

Anita Pleumarom, Tourism Investigation and Monitoring Team, Bangkok

Tourism is the fastest growing industry in the world. Ecotourism, often considered a more benign form of tourism, can in fact cause the most damage, as it targets more vulnerable environments and cultures.

Is the Sacred for Sale? looks at our present crossroads in consumer society. It analyses the big questions of tourism, clarifying how tourism can support biodiversity conservation. It also offers a cross-cultural window to the divide between corporate thinking and sacred knowledge, to help us understand why collisions over resources and land use are escalating. Finally, we have a full spectrum of information for healthy dialogue and new relationships.

This book is a profound wake up call to the business world and to decision-makers who shape current policy. It poses important questions to us all and is a must read for every tourist and traveller.

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