

THE RESCUE OF CULTURE: THE KAINGANG OF IRAÍ AS TOUREES

This paper analyses culture as a study field of Kaingang ethnic tourism

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The research project consisted in fieldwork being observation and interviews the main techniques used. During 37 days in the territory of the Iraí, local tourist agents at their working places and tourists at their hotels were interviewed as well as thirty members of the native population comprising politic and social leaders amongst others. Comparing the traditional Kaingang culture as described by different authors with the actual one it was possible to observe differences and forms they have been working. Their qualification of tourees, this is natives who are conscious of their tourist role, is discussed showing that the Kaingang have an intermediate role in this aspect. Finally, it was possible to observe that the Kaingang of Iraí manage their culture in relation to tourism.

KEY WORDS: *ethnic tourism, kaingang, tourees, indigenous culture.*