

## **THE [RE] TRADITIONALIZATION OF ABORIGINAL TERRITORIES FOR TOURISM**

### **A Comparative Study between the Kadiwéu (Brazil) and the Maori (New Zealand)**

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*This paper seeks to introduce the evaluation and the transformations caused by the increase of tourism in the indigenous communities. It is believed that tourism, while causing an intensification of degradation, cultural homogenization and massification also promotes and maintains a revitalization of indigenous culture as well as their symbolic power and its characteristics in a continuous [re] traditional process. The methods and techniques employed in this study were based on the direct association between the literature review, documents and a research in the field. In regards to the literature, an analysis was made related to the study of Geography, Anthropology and Tourism. In the documents research by means of a comparative view plans, programs and projects related to public agencies that promotes and qualifies the Brazilian and New Zealand Tourism were consulted. In the field researched, approaches were made with Maori and Kadiwéu tribes' reality as well as a systematized field, photographic database, interviews and testimonials. As the results of the research, as well as the indigenous tourism of North Island New Zealand also uses its functions to enhance the local culture, mainly related to dance, crafts to painting, singing and prayer, the native language, ethnic foods and beverages, agriculture, among others can be adapted to Brazilian reality.*

**KEY WORDS:** *indigenous tourism, traditionalism, Kadiwéu, Maori.*