



GOBIERNO DE
MÉXICO

TURISMO
SECRETARÍA DE TURISMO



MEXICAN NATIVE WEDDINGS

JALISCO
ES MÉXICO

INTRODUCTION

Native weddings are important for destinations in Mexico as they seek to rescue the cultural identity, traditions and customs of the indigenous population and of the ethnic groups that still exist. In order to perform these ceremonies, respecting and highlighting the local culture, we need a correct integration of the entire community with vendors. In this way, the local community and companies are tied economically, adding value to the cultural resources, and seeking sustainability and a balance in social inclusion in each of the destinations.

The native people of Mexico are part of its vast cultural wealth, conveyed in its traditions, music, dance, beliefs, symbols, ancestral techniques, clothing, gastronomy, etc. The latter combined with its natural resources, and its specialized vendors, make it possible to perform different types of native weddings. This variety can satisfy the needs and desires of each couple, particularly the new generations that are eager to find, in ancestral traditions, unique experiences worthy of being remembered for a lifetime.

Therefore, the Ministry of Tourism of Mexico [SECTUR] through its General Direction of Tourism Product Innovation division, promotes local culture in Romance Tourism. The focus is not only on the indigenous weddings, but seeking the integration of tourism wedding services and experiences around that special moment. With this initiative, the incorporation of the local community contributes to raising their quality of life.

These catalogs are the result of a coordinated effort between the Destination Wedding Specialist Association (DWSA), local Tourism Boards, Ministries of Tourism of several Mexican states and specialized tourist destination vendors, together with the Ministry of Tourism of Mexico. These entities took on the concerted effort to preserve native weddings and create innovative tourism services aimed at Romance Tourism, differentiating the value that gives them a distinctive touch and identity. This included seeking the benefit to small and medium-sized companies, as well as social development with gender, inclusion and diversity perspectives.

It is important to mention that this work responds directly to the new tourism policy which seeks to have these new activities benefit and strengthen the communities, and to reach more sectors of the population, with balanced development in these regions of the country.

We hope that these documents are not only useful but interesting, and that they contribute to your experience of living, enjoying and falling in love with Mexico.

CEREMONY

Introduction of the couple to the 4 cardinal points ritual

DESTINATION

Throughout Jalisco

ETHNICITY

Prehispanic ritual



This ritual offers the love of the couple to the wind, water, earth and fire.

For 40 minutes, the couple and their guests will experience the power of this beautiful prehispanic ritual, in which the spiritual guide will lead them through a holistic experience of respect, connection, enlightenment, love and gratitude for everything that surrounds us.

The ritual is the presentation of the couple to the 7 directions: the cosmic energy; mother earth, the four winds and the center of their hearts with copal and copalera. The offering goes at the center (conch, drum, grains, flowers and water) and has markers to the 4 cardinal points.

As part of this ritual, the couple must be prepared with their own vows to profess and seal their commitment before Mother Nature. If there is someone else who wants to give a speech to the couple, it is suggested that it be one person for each one, to make a total of four participants.

To receive energy and good vibes, it is recommended to wear white, since it is considered the color of purity, although it is not a requirement.

This ritual includes a refreshing station and floral decoration for the ritual.



OTHER IMPORTANT FACTS

Place: It can be performed in any destination in Jalisco, but one of the favorite is the Guachimontones Archaeological Site located just 35 minutes from the Pueblo Magico of Tequila due to its circular pyramids and the mysticism it preserves..

Duration: 40 minutes.

Requirement / Formalities: None

Specifically for the archaeological zone of Teuchitlán: It is subject to authorization, so a request must be submitted in writing or electronically through the operator.

Elements used: Copal and copalera, in the same way, an offering will be set in the center that contains a conch, drum, grains, flowers, water and markers for the 4 cardinal points.

Dress code: To receive the healing energy that is concentrated in Guachimontones, it is recommended to wear white, since it is considered the color of purity, although it is not required

This ceremony can be offered to the LGBTQ+ market and it is accessible for people with motor, psychosocial and intellectual disabilities.



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CEREMONY

Wixarica Ritual

DESTINATION

Jalisco State

ETHNICITY

Wixarica



At the ceremony the wedding planner, the couple or their relatives must present offerings previously required by the priest. Subsequently, the marakame or priest performs a blessing for the couple using copal, feathers and water, while making the man take an arrow and according to the Wixarica culture and tradition, tells him that this weapon is a symbol of hunting and protection which he represents at home; while the woman, is reminded with “jicaras” (Mexican bowl) filled of seeds that she is a symbol of fertility and of carrying life. (seeds and water).

Following this, the couple hugs and, as a way to seal this union, they feed each other and drink nawa (tejuino), which represents the communion between present people and those who left before and who are now part of the landscape. and of the forces that give life and shape. The couple proceeds to lie down on a petate, to hug each other and end the ritual.

It is recommended that the bride and groom wear typical clothing of the ethnic group, or otherwise wear white garments.





OTHER IMPORTANT FACTS

Place: Puerto Vallarta and surroundings, since the largest Wixarika population and the four main communities of this native people are found in the northern part of Jalisco.

Duration: 40 minutes.

Requirements / Formalities: None

Elements used: Copal y copalera, drum, grains, flowers, water, corn based food, arrow, jicara, eagle feathers and figures such as deer, God's eye and fire.

Dress code: It is recommended that the couple be dressed in Huichol clothing or white. **This ceremony can be offered to the LGBTQ+ market and it is accessible for people with motor, psychosocial and intellectual disabilities.**



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