



GOBIERNO DE  
**MÉXICO**

**TURISMO**  
SECRETARÍA DE TURISMO



# MEXICAN NATIVE WEDDINGS



SECRETARÍA DE  
**TURISMO**  
ESTADO DE ZACATECAS

**ZACATECAS**

¡DESLUMBRANTE!

## **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**

Wixárica Ritual

## **DESTINATION**

Zacatecas State

## **ETHNICITY**

Wixárica



A unique and innovative alternative in the state of Zacatecas are the Wixárika ceremonies, a spiritual union of two people, performed by the Huichol/Wirraritari community, characterized by its simplicity, symbolism, and spirituality.

The Wixárika ceremony begins with a cleansing for the couple and guests performed by the Mara'kame (priest) using copal, eagle and falcon feathers and holy water while giving them advice for their life as a couple in their language. Later, the woman holds a jicara with 5-color corn which represents fertility, nurturing and care of the home; the man holds a candle and an arrow, representing guidance, care, protection and work, a narrator in Spanish or English, explains the meaning of each action of the elder counselor.

Once spiritually cleaned, the newlyweds join hands and hug each other, then they feed each other dishes corn based, drink tejuino (a drink made from fermented corn) and lie on a petate for the blessing of intimacy.

Now that they are a wirrárika (Huichol man) and a wirrákita ukari (Huichol woman), they receive beaded rings that represent the couple's love union. There is dancing to the rhythm of the tepo, a wooden drum with deerskin, traditional music performed by a popular group and in Wixárika language. The singer finally proclaims in chorus that they will be together forever, which is the beginning of the celebration with their guests.

The love of the participating couple is commemorated with a celebration of their union and by receiving their marriage certificate with a frame decorated with Wixárika art.

The Wixárika ceremony shows the participant the culture in an experiential way, in which the couples live the experience by connecting their five senses: smell -when perceiving the aroma of copal-, hearing -when listening to the songs and traditional music-, the taste -when trying the tortilla freshly made by the Wixárika cook-, the sight -when witnessing the beautiful decorations and colorful offerings-, the touch -when taking in their hands the elements used throughout the ritual-. It also shows that it is one of the cultures that has transcended from generation to generation and that it will continue to be alive for much longer.





### **Additional Information:**

By the year 1968 it was estimated that there were 10,000 individuals of this ethnic group. According to the 2010 census, the Wixárika population ascended to more than 46 thousand people, concentrated in the states of Nayarit (Haramaratsie is where the world is born and mother of the five-color corn), Jalisco (Xapawiyemeta is the rain fig tree, place where the earth touches), Zacatecas (Te'akata is the place of fire and sacred caves, it is the heart of the earth), San Luis Potosí (Wirikuta is where the sun rises, representing the world above) and southern Durango (Hauxamanaka is the place of driftwood, where the deluge ended). To this numbers approximately another thousand natives are distributed in the other Mexican States, representing an approximate sum of 47 thousand people.

In the central area of the state of Zacatecas there are around 200 families, about a thousand people scattered among the capital, Fresnillo, Jerez and Guadalupe. There is another group of Wixaritari in the municipality of Valparaíso and it is believed that there are also settlements in the mountains.

The services of the Wixárika traditional wedding ceremony with a Huichol theme, aims to generate economical growth for the native groups while helping the preservation of their culture. With this innovative services, the professionalism of the vendors and natives, we have developed an exceptional experiential experience.



### OTHER IMPORTANT INFORMATION

**Places:** Venues and historical ceremonial sites

**Duration:** 40 minutes.

**Requirements / Formalities:** None

**Elements Used:** Fruit offering, flowers, art wixárika, copal, petate, original Wixárika clothing, accessories and morral, type of bag, for the bride and groom, food from corn, God's eyes decoration, rings, Wixárika marriage certificate.

**Dress code :** The bride and groom must wear Huichol clothing, that is, a white manta embroidered with flowers or deer, and the men wear palm hats with feather decorations.

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



## BLANCA ORTEGA EVENT PLANNER

Telephone +52 492 136 0965

[bortega.magallanes@gmail.com](mailto:bortega.magallanes@gmail.com)

[www.ceremoniawixarika.com](http://www.ceremoniawixarika.com)



The photos published in this document were provided by the companies and suppliers that offer the services stated above. All contents of this document are subject to copyright and intellectual property.



**GOBIERNO DE  
MÉXICO**

**TURISMO**

SECRETARÍA DE TURISMO

**The edition and development of this experiences  
was with the support of:**

**Secretaría de Turismo del Gobierno de México**

**Ing. Jorge Vázquez Valdés**

**General Director of Tourism Product Innovation,  
DGIPT**

**Lcda. Paulina Dominguez Aguilar**

**Director of Specialized Segments**

**[pdominguez@sectur.gob.mx](mailto:pdominguez@sectur.gob.mx)**

**Telephone - 5530026300 Ext 6325**

**Lcda. Adriana Aguilar Gallardo**

**Sub-director of Specialized Segments**

**[aaguilar@sectur.gob.mx](mailto:aaguilar@sectur.gob.mx)**

**Telephone - 5530026300 Ext 6307**

**[www.sectur.gob.mx](http://www.sectur.gob.mx)**

**Secretaría de Turismo de Zacatecas**

**Lic. Andréa Vargas Ortíz**

**Head of Commercial Liaison and Promotional  
Operation**

**[andrea.vargas@zacatecas.gob.mx](mailto:andrea.vargas@zacatecas.gob.mx)**

**[www.zacatecastravel.com](http://www.zacatecastravel.com)**

**Telephone - 4929251277 y 492940393 Ext. 617**

**Design in collaboration with Destination Wedding  
Specialist Association**

**[info@dwspecialistassn.com](mailto:info@dwspecialistassn.com)**

**[www.dwspecialistassn.com](http://www.dwspecialistassn.com)**

Ciudad de México  
2022

