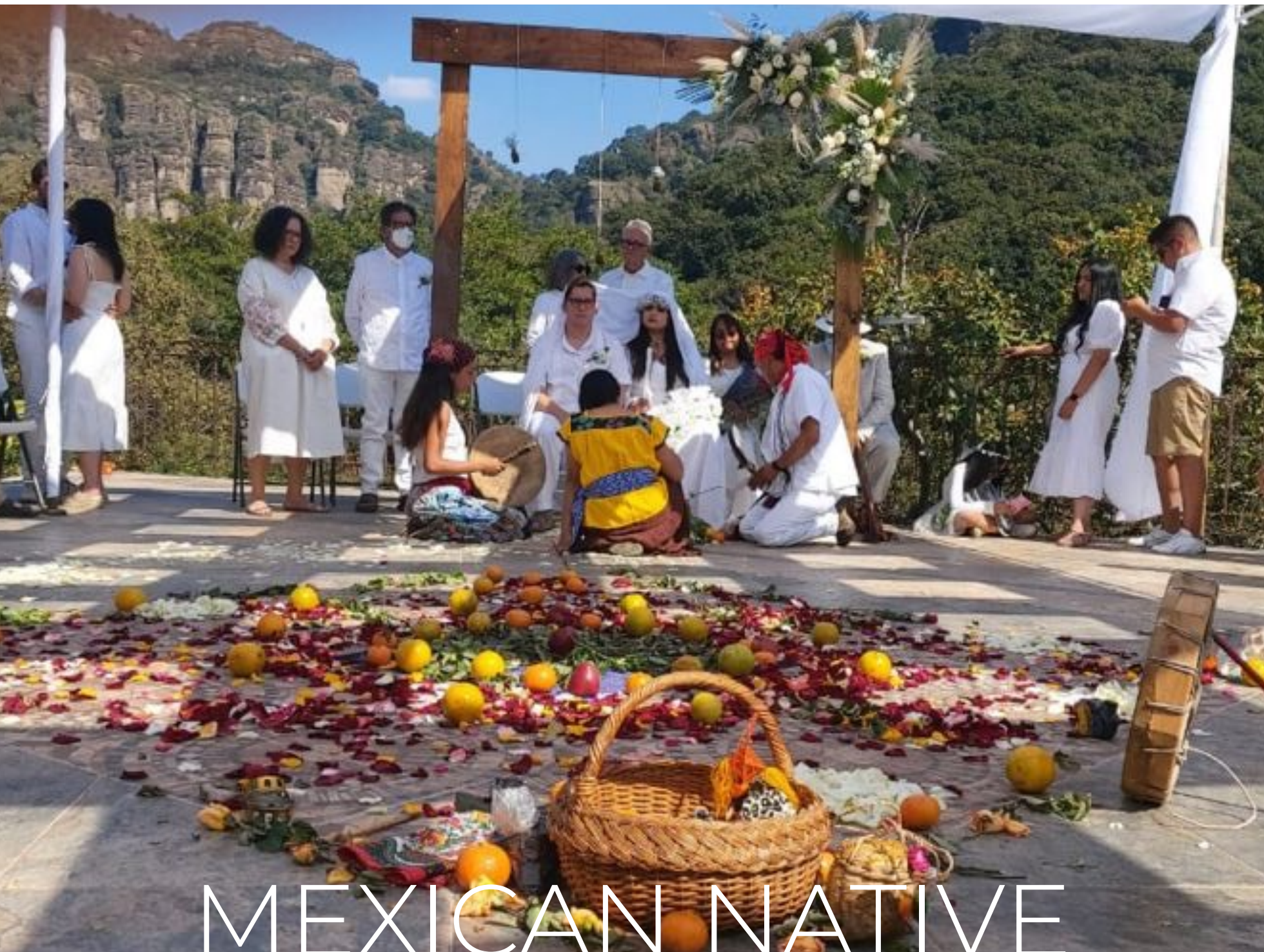




GOBIERNO DE  
**MÉXICO**

**TURISMO**  
SECRETARÍA DE TURISMO



# MEXICAN NATIVE WEDDINGS

**morelos**  
LA ETERNA PRIMAVERA



## **INTRODUCTION**

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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**

Tilma Tide

## **DESTINATION**

Morelos State

## **ETHNICITY**

Nahua

The Tilma's tide is a soul pact between two human beings to unify these dualities, leading two people to find themselves.

Days before the ceremony, the bride and groom are called to select the people they want to be on this important date.

The day before, a temazcal is held, which the couple and their parents attend. In it, the shaman, the couple and the couple's relatives meet and talk so that their marriage is warmhearted. Halfway through the temazcal the couple is left alone for another hour and are given Aztec names.

A tide named "Tilma" is made and they leave.

The next day, a "Tlalmanalli" is made, which is an offering. On the floor the four cardinal points are marked mimicking the movement that the hummingbird makes. In each point there is an offering addressing the 4 elements. An opening is made to the 7 cosmic directions to perform the ceremony with drumbeat and conch. The couple must wear a shawl, which is not tied tightly since it symbolizes that it will last tied until love ends.

Later, the guests pass one by one to give their gifts to the couple, to finish the ritual they continue with the dance and music.



**OTHER IMPORTANT INFORMATION**

**Places:** Morelos State

**Duration:** 2 hours.

**Requirements / Formalities:** They must attend a meeting with the shaman prior to the ceremony.

**Elements used:** Earth, water, fire and air represented in copal, conch, flowers, shawl and seeds as a symbol of the abundance that will come to their lives.

**Dress code:** Manta or Cotton.

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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