

This paper is about cultural area of the American Northwest Coast and especially about Salish art. The subject of this paper is mainly a theoretical analysis of the most important artistic artifacts. Particular attention is paid to developmental transformations of traditional artifacts and their function in modern society. The goal is to capture the importance of artistic traditions of American Indians, especially the Salish group, in the context of the current revitalization movement. Major emphasis is placed on the impact of tourism on revitalization of Salish culture and art and on the role of native artistic artifacts in the commercial use of historical and cultural heritage of the area. The paper examines the influence of art and as well tourism on the perception of identity of indigenous people.