Along with colonialism and mission, tourism is an area of study to which the discipline of anthropology has traditionally been negatively predisposed. Whenever tourism has been a subject of scientific examination at all, for many anthropologists the primary focus has been on its negative effects on the host country and its culture. Tourists and the tourism industry were seen as the active parties, while the host country and its inhabitants were interpreted as their victims. Since the 1990s, this pattern has begun to change: Anthropologists have begun placing their focus on the host culture and its representatives in terms of agency. Against this background, I wish to examine the case of Papua New Guinea. Through interviews conducted on-site, members of PNG villagers express their varying opinions and attitudes toward tourism. This includes questions about the villager’s use of their culture as a resource and the impact of tourism on their self-perception.