International tourism has been criticized for promoting unequal encounters between privileged inhabitants of the World’s centers and their disadvantaged peripheral “Others.” However, new forms of travel have emerged where tourists have sought to employ their privilege, knowledge, resources, and status of their nationality for the benefit of the “tourees.” African American “roots tourists” in Brazil have actively employed their national identity as well as their purchasing power to benefit Afro-Brazilians. The lobbying made by African Americans on behalf of Afro-Brazilians is well intended and has begun to generate results. At the same time, it is frequently accompanied by a discourse that establishes the leadership role that African Americans should occupy in the “advancement” of Afro-Brazilians. This talk argues that efforts of solidarity and cooperation towards those who are deemed the “same” do not necessarily do away with processes of hierarchization, especially when the tourist-touree relations are permeated by the notion of Western authority.