



## **CULTURAL TOURISM WORKSHOP**

June 14, 2005

Institute of American Indian Arts

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Santa Fe, NM 87508

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### **Cultural Tourism Training Workshop: *Indian Tourism as a Business Development Opportunity***

IAIA's new University Center for Economic Development is launching a business development workshop that integrates cultural tourism with urban business development strategies. This workshop underscores tourism as an effective business and revenue development model in many Indian communities across the country.

The workshop, held July 20-22, 2005 on the IAIA campus in Santa Fe, New Mexico, will provide training for Indian tourism professionals in tribal business development. Session topics include: "Developing a Five-Year Business Plan," hosted by Walter "Buz" Doyle of Development Services Group & Associates, Inc, franchising, tribal casinos and their impact on the hospitality industry, Indian tourism and its impact nationwide, and federal/state/tribal government tourism development relationships.

"This workshop provides a unique opportunity for individuals to learn more about cultural tourism and ways in which proactive business development can produce positive results for our Tribal communities," says Travis Suazo, Indian Tourism Program Manager for the New Mexico Tourism Department. "It is our hope that this training, provided by IAIA's University Center, will assist tribes in creating new cultural economic development opportunities for their communities," says Della Warrior, IAIA President.

Presenters and top experts in the field include: Lt. Governor of New Mexico Diane Denish; Michael Cerletti, New Mexico Secretary of Tourism; Governor Joe Garcia (San Juan Pueblo) and Vice President of NCAI; Christina Danforth (Oneida) Chair of the Oneida Nation of

Wisconsin; Governor Stewart Pasiano (Sandia Pueblo); Ben Nighthorse Campbell (Northern Cheyenne), former US Senator; Bambi Kraus (Tlingit), President of National Association of Tribal Historic Preservation Officers, Rayna Green (Cherokee Nation), Director of American Indian Programs, Smithsonian National Museum of American History; Brian Vallo (Acoma Pueblo), Manager, Acoma Sky City Cultural Center; Tina Osceola (Seminole), Museum Director and Stan Rodimon (Seminole), Chief Operations Officer, Seminole Tribe of Florida; and Lorentino Lallo (Zuni Pueblo), Development Services Group.

Information on the workshop is available at [http://www.iaia.edu/event\\_53.php](http://www.iaia.edu/event_53.php) or by contacting Ramus Suina, Tribal Relations, [rsuina@iaia.edu](mailto:rsuina@iaia.edu) , 505.424.2308; or Sharon Hallum, Project Coordinator, [shallum@iaia.edu](mailto:shallum@iaia.edu) , 505.424.5739.

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