



NEWS RELEASE
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Institute of American Indian Arts
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IAIA HOSTS INNOVATIVE WORKSHOP ON GRASSROOTS TRIBAL TOURISM

What: Cultural Tourism Development Within Indian Country: An Integrated and Sustainable Development Approach

When: December 5-7, 2006

Where: IAIA Campus, 83 Avan Nu Po Road, Santa Fe, NM 87508

Cost: \$150 registration before 11/27/06; \$200 after 11/27/06

The Achein Center for Lifelong Education, Research and Cultural Exchange (CLE) at IAIA will host a three-day cultural tourism workshop in December. Designed to address the unique economic development needs of tribal entities, the workshop will offer an innovative, three-day array of educational programs facilitating the development of sustainable cultural tourism models integrating American Indian traditions with development efforts that promote community preservation and intertribal cooperation.

During the three days of Cultural Tourism Development Within Indian Country: An Integrated and Sustainable Development Approach attendees will network with key decision makers from the cultural tourism industry. Workshops and break-out sessions such as “Cultural Preservation – Planning and Development”, “Involving Tribal Members in Tourism Development as Guides and Historians”, “How to Develop Rural Tourism” and “Basic Marketing/Advertisement: Understanding Tourism Marketing” will explore the creation of tribal initiatives as well as innovative partnerships.

While geared toward the particular challenges encountered by tribes in the Southwest, this innovative conference will update and educate on all aspects of cultural tourism’s impact and implementation throughout Indian Country. The CLE encourages tribal government authorities and any interested individuals to register by November 27, 2006.

Special rates for overnight accommodations are available. For more information contact Pamela Mahooty, of CLE at 505.424.2387 or pmahooty@iaia.edu. Printable conference agendas and registration forms can be found on www.iaia.edu.

*****Achein Center for Lifelong Education, Research & Cultural Exchange (CLE) is sponsored by the W.K. Kellogg Foundation*****

The Institute of American Indian and Alaska Native Cultural and Arts Development (IAIA) is a multi-tribal center of higher education dedicated to the preservations, study, creative application and contemporary expression of American Indian and Alaska Native arts and cultures. Established by Congress in 1986, the Institute is comprised of the Center for Arts and Cultural Studies (CACS), the IAIA Museum and the Achein Center for Lifelong Education, Research & Cultural Exchange (CLE). As a federally chartered tribal college, IAIA enrolls Native American students regionally and nationally from reservation and urban communities, including graduates and transfer students from two-year tribal colleges