



AIANTA
American Indian Alaska Native
Tourism Association

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Indian Country Spans Asia at 2013 World Tourism Conference

National Nonprofit Organization the American Indian Alaska Native Tourism Association brings cultural heritage tourism to Malaysia with international thought leaders

Albuquerque, New Mexico (October 25, 2013) – This week, the American Indian Alaska Native Tourism Association (AIANTA) expanded its public awareness and international outreach to the Asian market for the 2013 World Tourism Conference (WTC) in Malaysia, where world tourism leaders, high-level policymakers, and experts from international private and public sectors gathered to share experiences, put forward valuable economic development ideas and provide guidance for tourism development.

“Through international events such as the World Tourism Conference, AIANTA has the opportunity to introduce Indian Country to the world,” said AIANTA Membership Coordinator Sandra Anderson, Navajo, who was invited to attend the event on a fully-paid grant for her scholastic accomplishments in conjunction with AIANTA. “The strong interest from the international market, specifically the Asian market, confirms the necessity of AIANTA and cultural heritage tourism.”

This year’s event, “Global Tourism: Game Changers and Pace Setters,” was held at the Equatorial Hotel in Melaka, Malaysia October 21 – 23, and hosted by the Ministry of Tourism and Culture of Malaysia together with the United Nations World Tourism Organization and Melaka State Government. Topics included Beyond Mass Tourism, Innovative Marketing, Directions for Tourism Product Development and more.

Presenters included thought leaders from all tourism arenas, such as Rob Torres, Google’s managing director of travel; Lee Charm, chief executive officer of the Korea Tourism Organization; Azran Osman Rani, chief executive officer of Air Asia X Sdn Bhd; Du Jiang, vice chairman of the China National Tourism Administration; and more.

About AIANTA:

The American Indian Alaska Native Tourism Association (AIANTA) is a 501(c)(3) national nonprofit association of American Indian tribes, tribal tourism, cultural and private sector representatives, representatives from the tourism industry, Federal, State and local governments, colleges and universities, and friends that was incorporated in 2002 to advance Indian Country



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tourism. The association is made up of representatives from six regions: Alaska, Eastern, Midwest, Pacific, Plains and the Southwest. AIANTA's mission is to define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors and preserves tribal traditions and values.

The purpose of the American Indian Alaska Native Tourism Association is to provide our constituents with the voice and tools needed to advance tourism while helping tribes, tribal organizations and tribal members create infrastructure and capacity through technical assistance, training and educational resources. AIANTA serves as the liaison among Indian Country, governmental, educational and private entities for the development, growth, and sustenance of Indian Country tourism. By developing and implementing programs and facilitating economic development opportunities, the American Indian Alaska Native Tourism Association helps tribes build for their future while sustaining and strengthening their cultural legacy.

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