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Hawaiian Culture a Key Focus at Global Tourism Summit, September 19-21

Speakers Include Native Hawaiian Leaders, as well as Indigenous Cultural Leaders Representing Native Americans, Canada, Australia and New Zealand

HONOLULU – The moral compass of Hawai'i's tourism marketing efforts – Hawaiian culture – will be a key focus of the upcoming Global Tourism Summit, with six sessions being held to share best practices and continue improving cultural authenticity throughout the industry.

Presented by the Hawai'i Tourism Authority (HTA), the three-day Global Tourism Summit takes place September 19-21 at the Hawai'i Convention Center.

In addition to Hawaiian culture, sessions will address eco-tourism, global marketing, technology and innovation in presentations and panel discussions. The summit's objective is to bring businesses and individuals from all types of industries together to help improve tourism in Hawai'i and abroad.

Sustainable tourism is the summit theme and perpetuating the tenets of the Hawaiian culture in all aspects of life in Hawai'i is instrumental to the islands' future success, both as a place to live and as a travel destination, according to Kalani Ka'anā'anā, HTA director of Hawaiian cultural affairs.

"A greater appreciation and broader understanding of Hawaiian culture and the heritage of indigenous people is essential to our future, both here in Hawai'i and around the world," said Ka'anā'anā. "Embracing this knowledge improves the integrity of how we live and care for the places we call home. We become better stewards in how we see what's most important to our collective future."

"These Hawaiian culture sessions will be enlightening and inspiring. We have brought together key opinion leaders of the Hawaiian community to share their views on how we can improve Hawai'i and tourism as we move forward. We are also excited to have cultural indigenous leaders representing Native Americans, Canada, Australia and New Zealand sharing their views on the importance of cultural sustainability for our future."

Schedule of Hawaiian Culture Sessions

September 19

Ho'okipa Hawai'i: Hawaiian Culture in Tourism

2:15-3:30 p.m.

Moderator: Douglas Chang, The Ritz-Carlton Residences, Waikīkī Beach

Speakers: Kainoa Daines, O'ahu Visitors Bureau
Kalani Ka'anā'anā, Hawai'i Tourism Authority
Pohai Ryan, Native Hawaiian Hospitality Association

Description: Hawaiian culture is the foundation of Hawai'i tourism. Learn how responsible governance and education help to sustain, enhance and improve tourism today.

Kūlana Hiehie: Establishing Cultural Standards

3:40-4:55 p.m.

Moderator: Daniel Nāho'opi'i, SMS Research

Speakers: Edward H. Hall III, United States Bureau of Indian Affairs
Keith Henry, Aboriginal Tourism Association of Canada
Kalani Ka'anā'anā, Hawai'i Tourism Authority

Description: Understand how other native communities around the world are creating or have created criteria to ensure authentic representation of culture in tourism.

September 20

Lei Lanakila: Award-Winning Native Tourism

2:00-3:35 p.m.

Moderator: Pohai Ryan, Native Hawaiian Hospitality Association

Speakers: Sherry Rupert, State of Nevada Indian Commission and American Indian Alaskan Native Tourism Association
Sonya Jeffrey, Ingan Tours (Australia)
Robert MacDonald, Waimārama Māori Tours (New Zealand)

Description: Discover some of the best examples of what native people around the world are doing to elevate the economic status of their communities through tourism.

'Imi Kaulike: Balancing Culture, Community, Commerce

3:45-5:00 p.m.

Moderator: Kalani Ka'anā'anā, Hawai'i Tourism Authority

Speakers: Corbett Kamoā Kalama, Weinberg Foundation
Charles "Manu" Boyd, Kamehameha Schools, Ho'okahua Cultural Vibrancy Group
Vicky Holt-Takamine, Pa'i Foundation
Trisha Kēhaulani Watson-Sproat, Ph.D., J.D., Honua Consulting

Description: Get insights on cultural preservation, community participation, environmental protection and economic benefits in the visitor industry from Hawaiian community leaders.

September 21 (Continuing Education Sessions)

'Ōpū Ali'i: Introduction to Chiefly Leadership

9:35-11:35 a.m.

Instructor: Kainoa Horcajo, Native Hawaiian Hospitality Association

Description: Learn the basic concepts and components of chiefly leadership in old Hawai'i, lessons that can be applied to leadership in contemporary work culture.

Inoa 'Āina: Understanding Hawai'i Place Names

10:45-11:35 a.m.

Instructor: Hi'ilani Shibata, Native Hawaiian Hospitality Association

Description: Learn to understand Hawaiian place names and their meanings, as well as traditional names for places that are rarely used today.

Registration for the Global Tourism Summit

Individuals and groups can attend the Hawaiian culture sessions by registering online for the Global Tourism Summit at www.GlobalTourismSummitHawaii.com.

Several options are available for registration:

- Individuals: Full Summit, September 19-21: \$395
- Groups of Eight or More: Full Summit, September 19-21: \$365 per person
(*Groups can mix and match different attendees during the Summit*)
- Student and Faculty Members: Full Summit, September 19-21: \$150
- Individuals, Partial Summit, September 19-20: \$275
- Individuals, Partial Summit, September 20-21: \$265

Previously known as the Hawai'i Tourism Conference, HTA changed the name of the annual event to the Global Tourism Summit to more accurately reflect Hawai'i's emergence as a leader in international travel and tourism.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiiauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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