



# HERITAGE & CULTURAL TOURISM CONFERENCE

April 7-9, 2020 | Sitka, Alaska

## Program Agenda at a Glance

### Tuesday, April 7

8:00a-9:00a Registration and Continental  
Breakfast at Harrigan Centennial Hall

Opening Welcome

Keynote Address

Understanding the Cultural and Heritage  
Traveler

Interpreting Native Culture

The Power of Cultural Heritage – Museum  
Perspective

Alaska Cultural Tourism Industry Trends

Assessing your Community for Cultural &  
Heritage Tourism Development

Presenters Break Out

Cultural Exchange Evening Event

### Wednesday, April 8

8:00a-8:30a Networking Continental  
Breakfast at Harrigan Centennial Hall

Keynote General Session

How to work with the Media and Travel  
Writers

Bridging Nature-Based and Cultural Tourism

Cultural and Heritage Tourism Best Practices  
– Do's and Don'ts

Tribes Enhancing Visitor Experience: Best  
Practice and Challenges working with Na-  
tional Parks

General Session-Funding Opportunities for  
your Tourism Project

Working with Tour Operators/Cruise Line  
Expectations and Process for Contracting

Presenters Breakout

Mobile Workshop: Alaska Raptor Center  
and Sitka National Historical Park Tour

### Thursday, April 9

8:00a-8:30a Networking Continental  
Breakfast at Harrigan Centennial Hall

Mobile Workshop 2: Fortress of the Bear and  
Sheldon Jackson Museum

Cultural Host and Customer Service  
Certification – Part 1 of 2

or

Business Readiness -Marketing

Business Readiness- Social Media

Cultural Host and Customer Service  
Certification – Part 2 of 2

or

Business Readiness -Packaging and Pricing  
your Tourism Product

3:00-5:30p Closing Reception and Wildlife  
Cruise- Sponsored by Allen Marine

UPDATES will be added regularly.  
Subject to Change • Last updated 2/12/20

Learn more: [facebook.com/tourismConference](https://facebook.com/tourismConference) • Email: [reservations@sitkatriben-sn.gov](mailto:reservations@sitkatriben-sn.gov), or call (907) 747-7290

Harrigan Centennial Hall, 303 Harbor Drive, Sitka, AK 99835 • Registration: [www.cognitofrms.com/SitkaTribeOfAlaska/HCTCRegistration](http://www.cognitofrms.com/SitkaTribeOfAlaska/HCTCRegistration)