

# *Tlingit pursues hotel management career*

By Betty Brunstrom  
Thunderword News

An all-compelling dream of becoming the first native Alaskan manager of a major Alaskan hotel has led George Moreno, Highline Community College student, to become affiliated with the Hospitality and Tourism Program.

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The same dream took him to the American Indian Travel Commission's first American Eskimo Exposition at the San Diego Convention Center on April 25, 26, and 27.

Of his dream, Moreno related that there are seven or eight major Native owned hotels in Alaska, including major chains such as the Sheraton and the Hilton. There are no Native managers. "Alaska needs management and direction," he emphasized.

Moreno is the only member of the Tlingit Indian Tribe of Southeast Alaska currently attending Highline. He defines three Native Alaskan groups; the Eskimos, the Aleuts, and Indians.

Moreno accompanied his father to the convention which

featured a mixture of some 200 Native tourism and hospitality exhibitors and exhibits of Native American arts and crafts.

"This was the first one (convention). It should be a lot bigger and better next year," he noted.

The purpose of the exposition was to promote awareness of Indian potential within the hospitality tourism industry. It was also intended to promote Indian Country USA and its more than 300 lodges, motels, campgrounds and trailer parks on some 90 million acres of land owned and/or operated by American Indians and Alaskan Natives.

Eskimo, Alaskan and state-side Indian dance groups performed at regular intervals during the convention. An Indian fashion show and Indian story telling were featured.

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"I learned a lot of native arts and crafts. Almost all of them were from reservations. They paid their own way to the convention. I'd like to travel and meet all the people again on their reservations," he said.

Moreno is also active in the campus affairs of the American Indian Student Association (AISA) of which he is currently president.

Moreno plans to join his father during summer vacation in an enterprise featuring Native American hospitality. This is only one of the ventures in which the senior Moreno is currently involved. It is a presentation of native cultural exhibitions complete with artifacts and the telling of native Tlingit legends to Grayline tours in Juneau.