

Cheryl M. Hargrove

Author, Instructor, Consultant and 35-year travel industry veteran, Hargrove is best known as the National Trust for Historic Preservation's first Director of Heritage Tourism. While at the National Trust, she developed the key steps and principles for sustainable tourism focusing on history and culture. She also served as Associate Director of National Geographic's Center for Sustainable Destinations where she assisted international destinations develop and market their place-based experiences, along with producing several Geotourism MapGuides. Other work experience includes Georgia Department of Economic Development, Tourism Division; Travel South USA, America's oldest and largest regional travel promotion organization, as both Director of Public Relations and as manager of their UK office; promoting a World's Fair; opening a convention hotel; and as a special events/ public affairs consultant.

Hargrove authored *Cultural Heritage Tourism: Five Steps for Success and Sustainability* (Rowman & Littlefield, May 2017) as part of the American Association for State & Local History book series. She recently taught "Cultural Tourism" online for the University of British Columbia, is an associate member of the Society of American Travel Writers, and is a lifetime member of the International Association of Business Communicators. She holds a Masters of Tourism Administration from The George Washington University in Washington, DC, is also a graduate of the University of Georgia's Grady School of Journalism, and holds a Certificate for Tourism & International Cooperation for Development from the UNWTO Themis Foundation and The George Washington University.

She joined the Georgia Department of Economic Development, Tourism Division in 2012 and is currently the Director of Industry & Partner Relations. Her team serves as the consistent messenger of Georgia Tourism information and opportunities for collaboration. The Industry & Partner Relations team also organizes specific educational outreach across the state to inform partners on Georgia Tourism division goals and marketing strategies, and works with other associations and entities to strengthen communication among and between partner organizations and agencies.

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