

Cheryl M. Hargrove

Author, Instructor, and 35-year travel industry veteran, Hargrove is best known as the National Trust for Historic Preservation's first Director of Heritage Tourism. During her tenure with the organization, Hargrove developed the key steps and principles for sustainable tourism focusing on history and culture. She recently worked with the Georgia Department of Economic Development, Tourism Division, as Director of Industry & Partner Relations. Hargrove 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. Other industry experience includes 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 recently 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, 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.

Her consultancy currently focuses on cultural heritage tourism assessment, planning, development and management as well as nonprofit/tourism business sustainability. Her firm created and is currently managing the Appalachia Nonprofit Resource Center, an online learning platform and reference bank for instruction in fundraising, financial management, and mission/operations (through March 2022.) In the past decade, she has assisted more than 150 destinations, government agencies and businesses, including work in every state in the U.S and in 13 countries. Through USAID and U.S. Department of State, she participated in international tourism leadership and training programs for cultural heritage tourism in Kosovo, Serbia, Albania, and Croatia. Hargrove is frequently asked to speak at international and national conferences, including the World Heritage Forum in Copenhagen, the Canadian Museum Association, the China Leadership Summit, the Educational Travel Conference, and APEC Tourism Policy Forum, plus numerous state and regional conferences.

She lives on St. Simons Island with her husband, John Bauser, and two-year-old beagle, Tanner.

Cheryl M. Hargrove
Tel: 912-638-6078
Cell: 202-236-3777