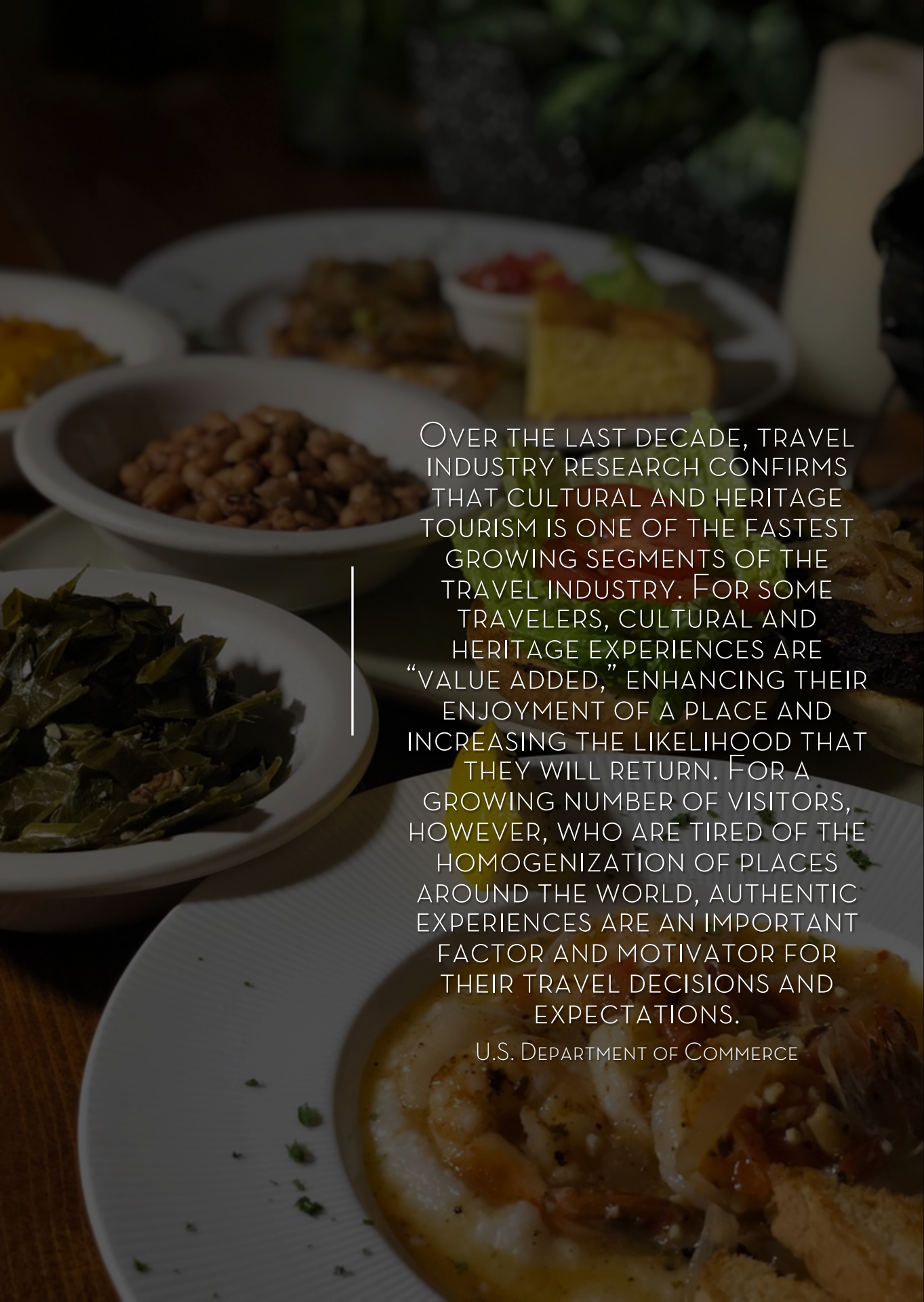




**Cultural Heritage**  
**Economic Alliance**

Cultural Stewardship. Sustainable Tourism.

Meet Our Global Team



OVER THE LAST DECADE, TRAVEL INDUSTRY RESEARCH CONFIRMS THAT CULTURAL AND HERITAGE TOURISM IS ONE OF THE FASTEST GROWING SEGMENTS OF THE TRAVEL INDUSTRY. FOR SOME TRAVELERS, CULTURAL AND HERITAGE EXPERIENCES ARE “VALUE ADDED,” ENHANCING THEIR ENJOYMENT OF A PLACE AND INCREASING THE LIKELIHOOD THAT THEY WILL RETURN. FOR A GROWING NUMBER OF VISITORS, HOWEVER, WHO ARE TIRED OF THE HOMOGENIZATION OF PLACES AROUND THE WORLD, AUTHENTIC EXPERIENCES ARE AN IMPORTANT FACTOR AND MOTIVATOR FOR THEIR TRAVEL DECISIONS AND EXPECTATIONS.

U.S. DEPARTMENT OF COMMERCE



# Who Are We

The Cultural Heritage Economic Alliance, Inc. (CHEA) has assembled some of the top global cultural heritage tourism thought leaders. Combining their passions and talents, our team works collaboratively to help destinations and local community stakeholders become positioned to leverage cultural heritage tourism as an economic driver for attracting cultural and African American travelers. We prepare, position and engage local small businesses, artisans and other community assets to participate and profit in their local tourism ecosystems.

With over 100 collective years of thought leadership in social impact and sustainable tourism, our team has led and are leading innovative and transformative cultural heritage tourism initiatives in the United States, Caribbean, United Kingdom and Central America.





# What Do We Do

## Destination Development:

- Tour Product Development
- Tourism Marketing
- Community Tourism Development
- Local Stakeholder Engagement
- Multicultural Marketing Strategy
- Tourism Recovery

## Training & Development:

- Cultural Heritage Tourism 101 Masterclass
- Cultural Heritage Tourism Advanced Masterclass
- Heritage Education
- Tourism Readiness for Small Businesses
- DEI Deep Dive for DMOs Masterclass Series





# Culture onShore

*Explore Local Cultural  
Heritage Tours + Activities*

Destination Activity Month

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World's First Global Marketplace for  
Cultural Heritage Tours + Activities

Showcase Your Tours or Destination to a Global Audience  
Inquire at [www.cultureonshore.com](http://www.cultureonshore.com)



# Stephanie M. Jones

Stephanie M. Jones, Founder & CEO of the Cultural Heritage Economic Alliance, Inc. (CHEA), is a leading cultural heritage tourism thought leader introducing innovative and sustainable tourism initiatives designed to leverage cultural heritage tourism as an economic driver for fueling local tourism businesses and cultural institutions in underserved communities.

Jones is the founder of some of the most innovative tourism initiatives designed to create diversity, equity, and inclusion in the travel & tourism industry such as Culture onShore ([www.cultureonshore.com](http://www.cultureonshore.com)), the world's first global marketplace for cultural heritage tours + activities. She is also the founder of the National Blacks in Travel & Tourism Collaborative ([www.blacksintourism.org](http://www.blacksintourism.org)), an initiative leveling the playing field for small black and brown travel & tourism businesses, assisting them in accessing equitable opportunities in the industry.

Jones is the founder for the National Cultural Heritage Tourism Summit. She is a tourism development consultant working with destinations to develop programs that leverage cultural heritage tourism as well as engages and positions local community assets to attract cultural travelers to businesses and attractions in underserved communities within destinations.







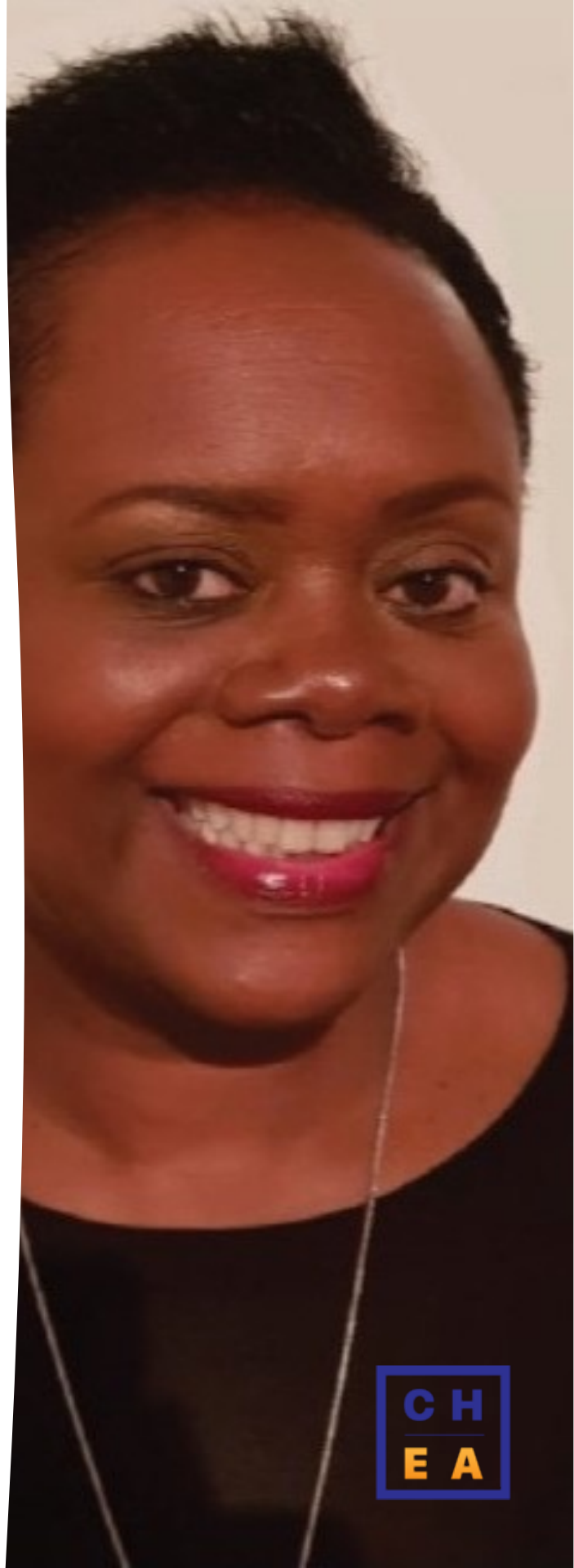


# Carol I. Hay, MSc.

With her rich experience in the global tourism sector, Carol Hay has directed multi-national marketing portfolios spanning destination branding, product development, sustainable tourism development, public relations, crisis management and social media. Carol is the Founder and CEO of McKenzie Gayle Limited, a global tourism marketing and development agency.

Up until 2019, Carol served as Director of Marketing UK & Europe for the Caribbean Tourism Organization for more than a decade. This role followed a fruitful stint as Director of Marketing UK & Europe for the Antigua and Barbuda Tourism Authority. In fact, for 25 years, Carol has filled senior roles within vital tourism and promotions organizations: The Jamaica Tourist Board, BWIA International Airways and Jamaica Promotions Corporation. Her wealth of knowledge positions her as a sought-after Influencer and Speaker to Global Tourism audiences, specifically in the areas of female leadership; destination branding and competitiveness.

Determined to continuously hone her abilities, she completed a Masters in Marketing, Bachelor in Business Administration and numerous professional programmes comprising Cultural Diplomacy; Public Relations; Moderating and Public Speaking, Human Resource Development; Coaching; Mentoring, Neuro Linguistic Programming (NLP) and Project Management for Sustainable Development (PM4SD).









# Ella Erzsébet Békési

Ella was born and raised in Budapest, Hungary. She then studied Archaeology and Cultural Heritage at University College London in the United Kingdom. She worked as an assistant in public and commercial archaeology as well as in the heritage sectors in the United Kingdom and Central America.

Ella participated in the Lamanai Archaeology Project (LAP) in Belize, and have been assisting branches of the Belizean National Institute of Culture and History in numerous projects.

Throughout the years, Ella witnessed the effect of socio-economic issues related to archaeological and heritage preservation. She developed an interest in heritage education and inclusive and sustainable archaeological and cultural heritage preservation through tourism in Latin America.

Ella recently co-founded Heritage Education Network Belize, an organisation dedicated to supporting heritage education and the sustainable development of businesses in the tourism and creative sectors. She believes they are critical stakeholders in the maintenance of cultural and natural heritage.







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# Richard Peterson

With three decades of travel and tourism expertise in marketing, executive leadership, and strategic business development, Richard's engagement with all things arts and culture is not only a professional focus, but a personal one as well. Headquartered in San Francisco, he is the President & Chief Cultural Ambassador of the U.S. Cultural & Heritage Marketing Council (USCHMC), and Publisher of The Cultural Traveler and The Cultural Connection.

Richard's career is complemented by senior leadership roles with the Los Angeles Tourism Bureau, Hilton Hotels Corporation and the California Academy of Sciences. He currently serves as Director-At-Large for U.S. Travel Association's Board of Directors; and Board member of the California Travel Association and contributes his time to leading industry organizations such as IGLTA, the American Alliance of Museums, IAAPA, World Travel & Tourism Council, AIANTA and U.S. Travel Association.

Collectively, the diversity of personal travel experiences and industry contributions frame the authentic focus embodied in Richard's continued work through USCHMC. From the clients they serve to the importance of authentic cultural & heritage experiences – it is with a keen eye towards cultural stewardship, that the economic and associated well-being impacts to communities - and visitors alike -are fully realized.



# JAMAICA SH

BEST DEALS 4 LESS





# Diana McIntyre-Pike

A portrait of Diana McIntyre-Pike, a woman with short, curly dark hair, smiling. She is wearing a grey patterned top, a necklace with dark beads, and large hoop earrings.

IPT International Community Tourism Network and President/Founder of the Countrystyle Community Tourism Network. She has built the Villages as Businesses programme to empower member villages, through tour design, training, management and marketing support, to profit from community tourism, Countrystyle Community Tourism Network has partnered with the University of the West Indies (UWI) Open Campus to provide support for Community Tourism Centres in Jamaica and the Caribbean region and given accreditation to the Community Tourism Hospitality Entrepreneurship 5 day training through the Countrystyle Academy for Community Tourism (ACT) which was recently implemented in Barbados and now resulted in the creation of the Barbados Community Tourism Network.

She has provided consultant services in community tourism to several Caribbean countries and Jamaican communities and organizations (including Island Routes), including Dominica, St. Eustatius, Antigua, St. Lucia, Grenada, Anguilla, Barbados, Trinidad, St. Vincent and South Africa.

Her over 44 years of pioneering services of Community Tourism internationally has garnered worldwide recognition.





National Cultural & Heritage Tourism Summit  
Coming 2021!  
For Speaker & Sponsor Inquiries, email [sjones@cheaglobal.org](mailto:sjones@cheaglobal.org)





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Consultation

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