

Marguerite Diana McIntyre-Pike O.D, B.Sc.

Community Tourism Consultant/Trainer

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Summary:

An accomplished Community Tourism Consultant/Trainer with over 44 years of experience. Renowned for pioneering community tourism internationally, I specialize in hospitality, tourism, public relations, and training, with a focus on sustainable community development. Recognized for my motivational speaking and ability to develop personnel in various facets of community tourism.

Education:

- BSc in Hospitality Management, Western Hospitality Institute, Montego Bay, Jamaica, 2009
- Fellowship (Masters Equivalent) in Tourism Management, City & Guilds, London Institute, London, England, 2006
- Certificate in Tourism and the Environment, George Washington University, Washington DC, USA, 1989
- Diploma in Hotel Management and Tourism Marketing, Carl Duisburg Gesellschaft, Munich, Germany, 1977
- Diploma in Hotel Management and Catering Operations, Cambridge College of Arts, Science and Technology, Cambridge, England, 1973

Professional Experience:

- **2000- Present:** Freelance Hospitality & Tourism Consultant/Trainer and Marketing Consultant
 - Partner/Marketing Consultant – Consultant for Entrepreneurship training in communities in partnership with the UWI Open Campus which provides accreditation.
- **1995- Present:** President/Founder -- Countrystyle International and Countrystyle Community Tourism Network (CCTN) Mandeville, Manchester, Jamaica West Indies and Villages as Businesses programme
- **2011-2014:** Community Tourism Training Consultant, Western Hospitality Institute for the Ministry of Education's Career Advancement Programme (CAP).
- **2010-2012:** Vice-President – Marketing, Western Hospitality Institute (WHI) Montego Bay, St. James Jamaica
- **1980-2010:** Managing Director, The Astra Country Inn, Mandeville, Jamaica
- **1974-1975:** Assistant Manager, Runaway Bay Hotel & Golf Club, St. Ann, Jamaica
 - Entertainment/PR Night Manager.
- **1973-1974:** Guest Relations Director, Holiday Inn, St. James, Jamaica

Awards and Achievements:

- Global Climate Herp Certificate of Achievement in recognition of outstanding contribution to looking after our common home and contributing to #its4U during the 12 days of COP28 for richer world and a better future, 2023
- IIPT Championship Business Resilience Award, 2019
- Community Tourism Activist Award, African Diaspora Tourism Network Atlanta, 2016
- IIPT's Lifetime Achievement Award, 2013
- President's Distinguished Service Award, National Association of Jamaicans and Supportive Organizations (NAJASO), 2012
- 2012 International Women's Day Award by the Women's Bureau of Jamaica
- Jamaica's Order of Distinction (OD), 2009
- Virgin Holidays' Award for Best Overall Personal Contribution to Responsible Tourism, 2008

Publications:

Authored articles and features in notable magazines and journals on community tourism. Featured in multiple guidebooks and online publications highlighting contributions to sustainable tourism.

Languages:

English (Native)
German (Proficient)

Skills:

- Extensive experience in tourism and hospitality management
- Proficient in marketing and public relations strategies
- Skilled in organizational leadership and team building
- Experienced in curriculum development and training for sustainable tourism

Professional Memberships:

- International Institute for Peace through Tourism (IIPT) Caribbean, President
- Countrystyle Community Tourism Network (CCTN), Founder/President

Community Involvement:

- Developed and implemented the "Villages as Businesses" program

- Partnered with the University of the West Indies for community tourism training initiatives
- Instrumental in establishing several community tourism networks in the Caribbean and Jamaica

References:

Available upon request.