

Dr Catheryn Khoo-Lattimore has a PhD in Marketing and is an international speaker and master trainer in tourism. She has worked in Malaysia, United States and now Australia. She has started and sold businesses for profit and has experienced consulting for institutions and organisations.

Catheryn's current research interest is on tourist and guest behaviour, with a passionate focus on women, families and young children. She is also particularly interested in understanding these segments from an Asian perspective, and how their travel experience and behaviours differ cross-culturally. Her work humanises work systems for well-being and productivity – her latest project is with a Bhutanese resort, and a future project will see her in Ecuador and Mexico working with female tourism entrepreneurs. She speaks at many international tourism conferences and business events.

She now teaches tourism business management at Griffith University, ranked second in the world for their tourism and hospitality programs. She is the founder of Women Academics in Tourism and Advisory Board Member of the International Tourism and Investment Conference ([www.itic.uk](http://www.itic.uk)), and the Editor-in-Chief for Tourism Management Perspectives. She speaks five languages and learning her sixth, and is very happy to connect on LinkedIn.