



## **Dr Natasha Montesalvo**

### ***EarthCheck***

Natasha currently holds a Bachelor of Science from Sheffield Hallam University, England; Master of International Tourism & Hospitality Management, James Cook University, Australia and a PhD. Tourism Management, Griffith University, Australia. Her PhD thesis looked at 'Destination Brand Governance: An Exploratory Study of a Nature Based Brand'.

Natasha joined EarthCheck in 2020 having spent four years as the Policy and Research Manager for the Queensland Tourism Industry Council. She has a strong understanding of the political systems that govern and shape the tourism industry and how they can strengthen and inhibit industry success.

During her time at the Queensland Tourism Industry Council, Natasha partnered with Griffith's Institute for Tourism to co-author the climate adaptation and mitigation strategy for the Queensland tourism industry. A first of its kind document for Australia, leading climate adaptation and mitigation actions for the tourism industry. Since the development of this document, she was responsible for leading the steering committee directing the implementation of critical actions.

Natasha's PhD focused on how the relational ties between DMOs and tourism and hospitality operators can be utilised to enhance the visitor experience.

Prior to her post-graduate studies Natasha gained operational experiences within several luxury hotel groups in Australia and the UK and spent some time working across Europe for a major UK tour operator as a holiday representative.