



Associate Prof. Michelle Whitford

Dean of Learning and Student Outcomes, Griffith University

Associate Professor Michelle Whitford is Dean (Learning and Student Outcomes) at Griffith University. Her research expertise is in the field of policy, planning, sustainable development and management of Indigenous tourism and events.

Associate Professor Whitford's expertise includes leading and co-coordinating projects in the area of Indigenous tourism and events with a focus on supply and demand, capacity development, entrepreneurship, authenticity and commodification and management.

Michelle has co-coordinated research projects for various organisations including the Sustainable Tourism Cooperative Research Centre, the Australian Institute of Aboriginal and Torres Strait Island Studies, Indigenous Business Australia and the Department of Resources, Energy and Tourism and Tourism and Events Queensland, the National Environmental Science Program and numerous Australian Federal State and Local Government agencies