

## CATHERYN KHOO

### Associate Professor, Griffith Institute for Tourism Griffith University

Associate Professor Catheryn Khoo-Lattimore has a passion for working with tourism businesses and organisations to humanise work systems and define transformational leadership for their productivity and well-being. To humanise means to put the "human" back in, to think, to reflect, to question, to be better. She has started and sold businesses for profit and experienced consulting for institutions and organisations; and also designed and conducted talent development training programmes for public-listed companies. She currently teaches Tourism Small Business Management at Griffith University and the course enlists the engagement of tourism small businesses in Brisbane and Gold Coast in student projects.

Her own latest industry consultancy projects are with a Bhutanese resort conducting their tourism asset analysis and developing their branding strategy, and working with female tourism entrepreneurs in Ecuador and Mexico to develop their digital competencies. Catheryn has also been part of a team that completed the 2019 Australia's Queensland Tourism Industry Council Digital Workforce Plan; and a 2019 Tourism Strategy report for the Western Downs Regional Council in Australia. She was the Regional Expert for Asia and the Pacific in the UNWTO 2019 Global Report on Women In Tourism in collaboration with UN Women, World Bank, Amadeus and GIS. Catheryn speaks at many tourism events, the latest being the Tourism and Investment conference in London in November 2019, chaired by the past UNWTO secretary-general Dr Taleb Rifai.

Catheryn's work has been rigorously critiqued by international researchers and published in over 50 top tourism journals and 6 books. She is the founder of Women Academics in Tourism (WAiT) and Advisory Board Member of the International Tourism and Investment Conference ([www.itic.uk](http://www.itic.uk)). She speaks five languages and learning her sixth.

