



Catheryn's Academic Bio

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Dr. Catheryn Khoo holds a PhD in Marketing and has worked in Malaysia, United States and now Australia. She was a Fulbright Scholar with residency at the University of Florida, and was a faculty member at Griffith University for eight years before she resigned from her position as Associate Professor to start First Class.co, her own consultancy.

Currently, she is Editor-in-Chief of *Tourism Management Perspectives*; and Series Editor for the "Perspectives on Asian Tourism" published by Springer. She is also the founder of Women Academics in Tourism (Wait); Consultant to the United Nations World Tourism Organization (UNWTO); Special Advisor to World Women Tourism; Advisory Board Member to the International Tourism and Investment Conference; and judges the Queensland Tourism Industry Awards.

Catheryn has published several books and over 100 research articles on hospitality and tourism management. She has appeared in, and been cited by, international media including TV, radio and newspapers. She is a multi-award winning researcher, an international tourism consultant, a master trainer, a global speaker, and a 'rockstar' academic.