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Dr. Catheryn Khoo-Lattimore is Senior Lecturer at the Department of Tourism, Sport and Hotel Management, Griffith University. She researches in the areas of guest and tourist behaviour, services marketing, family tourism and women as an emerging tourist segment. She holds a PhD in Marketing from the University of Otago, New Zealand, and a Masters of Educational Psychology from the University of Malaya. Catheryn has owned businesses which she sold for profit, and conducted various consultancy projects for government and organisations. She is the founder of Women Academics in Tourism (WAiT), works for 6 editorial boards of international academic journals, and is on the executive committee of the Council Australasian Tourism and Hospitality Education (CAUTHE).