

Dr. Barkathunnisha



Dr. Nisha is a tourism consultant, practitioner, academic and corporate trainer with more than 25 years extensive management experience in the Tourism, Hospitality and MICE industry. She holds a Ph.D. specializing in Hospitality and Tourism Management, conferred by the Murdoch University, Australia. Her research and consultancy expertise are in the areas of MICE, Destination marketing, Women in Tourism, Sustainable Tourism, Halal Tourism and Tourism education.

Dr. Nisha is a regional and international destination management consultant with proven decades of experience in developing tourism and hospitality industry. She is well known for her expertise in developing global strategies and roadmaps to establish strong positioning. Her consultancy expertise includes undertaking detailed feasibility studies, gathering market intelligence, data collection and analysis, facilitating ground up discussions with private and public organisations, and relevant stakeholder agencies, designing long-term strategic plans and benchmarks and developing implementation processes.

A passionate advocate of sustainability and responsible development, Dr. Nisha has designed and delivered sustainability focused programs in higher learning academic institutions and corporate organisations across the tourism, hospitality, and events industry. The topics that she has delivered includes business sustainability, sustainability in events management and sustainable tourism development. She has worked very closely with the Tourism Council of Bhutan, a country which undertakes a holistic and responsible approach towards sustainable tourism development. As part of her sustainability training and teaching, Dr. Nisha provides insights into the latest evolving sustainability approaches, upskill the sustainability acumen of employees and provide strategies to implement sustainability initiatives companywide to meet sustainability goals and stakeholder requirements. Combining her industry and academic experience, Dr. Nisha is able to present a unique perspective in helping organisations effectively navigate towards achieving sustainability development and transformation. She has been an invited guest and spoken widely on sustainability at major conferences organised by international bodies which include UNWTO, PATA, WTO and ADB.

Dr. Nisha serves as a core knowledge resource to many of higher educational and training institutions in Singapore and the region. She supports the design, development and delivery of tourism, hospitality and MICE curriculum and competency-based programs. In addition to resource development, her expertise includes capacity planning and development of the MICE and tourism workforce to enhance the quality-of-service provision in emerging tourism destinations. Dr. Nisha partnered with SACEOS and NTUC Learning Hub to equip the MICE professionals to deliver best-in-class standards for the implementation of the country's Safe Business Events (SBE) Framework and to steer the nation to the forefront of global MICE industry in the post-pandemic.

Capitalizing on her tourism and MICE experience and knowledge, she is established as a global keynote speaker, subject matter expert and panellist at major events. In recognition of her professionalism and expertise in tourism, Dr. Nisha has been bestowed with several national and international accolades.