



SPEAKER PROFILE

Dr. Nisha Abu Bakar

Founder, World Women Tourism

Tourism Consultant | Sustainability Strategist | Women's Empowerment Advocate



Dr. Nisha Abu Bakar is a distinguished tourism consultant, academic, and corporate trainer with over 25 years of extensive management experience in the Tourism, Hospitality, and MICE industry. Her work uniquely bridges academic rigor with practical implementation, positioning her as a 'pracademic' who translates theoretical frameworks into actionable strategies across emerging and developed tourism destinations.

As a regional and international destination management consultant, Dr. Nisha has led landmark strategic planning projects including Bhutan's 10-year Integrated Tourism Masterplan (2025-2024), which employs regenerative tourism principles to preserve cultural heritage while driving economic development. She has worked with ecotourism projects with the Brunei's Ministry of Tourism, focusing on community-based tourism. Her consultancy portfolio extends to Sri Lanka, Singapore, South Africa, Indonesia, Malaysia, Vietnam, and Uzbekistan, where she has crafted destination strategies balancing sustainability with market competitiveness.

A dedicated advocate for sustainability and responsible development, Dr. Nisha has designed and delivered critical training programs that bridge the implementation gap between sustainability theory and practice. In Singapore, she trained the industry on GSTC (Global Sustainable Tourism Council) certification criteria and initiatives, helping position the nation as a global leader in sustainable tourism. She created sustainability curriculum for Singapore University of Social Sciences' Bachelor's in Event Management program and designed competency-based training for industry professionals across tourism, hospitality, and MICE sectors. Her expertise in sustainable events management, business sustainability, and regenerative tourism frameworks makes her a sought-after speaker at international organizations including UNWTO, PATA, ADB, and WTO.

As Founder of World Women Tourism and a passionate champion of women's empowerment, Dr. Nisha has spearheaded numerous initiatives to advance gender equality in tourism. She launched the Asian Women Leadership Program—the first leadership program specifically designed for Asian women in tourism—and hosts the "Women We Watch in Tourism" podcast, the first global podcast featuring women leaders in the industry. Her work has



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inspired policy-making and capacity building across Asia through initiatives like SheInTourism and the Women's Summit "What Women Want," creating pathways for women to advance in their careers.

Dr. Nisha's academic experience includes teaching positions at Singapore University of Social Sciences, Singapore Institute of Management, Murdoch University, Northumbria University, and La Trobe University. She has served as academic lead and co-curriculum developer, anchoring tourism programs and designing competency-based curriculum for emerging destinations. Her teaching subjects include Sustainable Tourism Development, Destination Marketing, Environmental Management for Tourism, and MICE Management. She was awarded Outstanding Tourism Trainer 2010 by Singapore's Workforce Development Authority and received Excellence in Teaching Awards from University of Newcastle (2011) and PSB Academy (2012).

Dr. Nisha holds a PhD in Tourism from Murdoch University (Australia), an MBA in Hospitality and Tourism Management from Nanyang Technological University (Singapore), and a BA in Sociology and Social Work from National University of Singapore. Her exceptional contributions have earned her recognition as "Most Inspiring Woman in Travel (Asia)" by IWTA (2024), "Most Inspiring Woman Leader - Tourism Consulting" (Women's Tabloid Awards 2025), and one of LinkedIn's "Top 10 Women's Voices in Singapore" (2024).