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THE-ICE Assessment Panel Auditor Profile

Dr Thomas Bauer

Registered Auditor, the Independent THE-ICE Assessment Panel



Dr Thomas Bauer has been involved in the hotel and tourism industry since 1971 and has travelled in some 70 countries on all continents. He has worked in Germany, Japan, Fiji, the United States, Australia and Hong Kong. Dr Bauer was a Tourism academic at Victoria University in Melbourne from 1989 – 1999, then an Assistant Professor in Tourism with the School of Hotel and Tourism Management at the Hong Kong Polytechnic University from 1999 - 2011. He is one of the leading experts on Antarctic tourism and has travelled to the region on 28 occasions as researcher, lecturer guide and Zodiac driver. Dr Bauer has been a staunch supporter and contributor to THE-ICE for over a decade.

He is a Rainforest Guardian of the Australian Rainforest Foundation, and has been Chairman of Mission Beach Business and Tourism since 2015 as well as an Adjunct Professor in Sustainable Tourism at Central Queensland University, Cairns, since 2016. He is a well published author of several books, numerous book chapters, published refereed articles, as well as refereed conference papers. Dr Bauer has been involved in tourism consultancies for the United Nations World Tourism Organization, the Hong Kong Government and for Provincial governments in mainland China.

He has undertaken numerous consultancies and professional practices, such as the appointment as the sole consultant and author of the mission report for the Technical Assistance Mission to Vietnam: Formulation of a Strategy on Human Resource Development in Tourism (August 2005) for the United Nations World Tourism Organisation, and engagement by IBM Business Consulting Services (November 2004 – ongoing) as the Senior Tourism Specialist for the Scoping Study on Tourism Information Infrastructure for the Tourism Commission of the HKSAR etc.

Dr Bauer has extensive expertise in the following areas:

Research Expertise

- Antarctic Tourism
- Tourism Education
- International Tourism Marketing
- Sustainable Tourism
- Human Resource Development
- Pro-poor Tourism

Teaching Expertise

- Travel Product Management
- Tourism Facilities Management
- Meetings, Conventions & Events Management
- Tourism Marketing and Events Tourism
- Tourism Policy and the Environment
- Tourism Planning and Development
- Tourism Consumer Behaviour
- Tourism Field Research Project