

## THE-ICE Assessment Panel Auditor Profile



### Professor Philip Pearce

**Foundation Professor of Tourism; Distinguished Professor of the University  
College of Business, Law & Governance  
James Cook University, Australia**



Professor Philip Pearce is a Distinguished Professor at James Cook University - College of Business Law and Governance. He is responsible for setting the strategic direction of the school and managing its programmes and curricula. In his position at James Cook University also teaches at all levels with a focus on tourist behaviour and experience.

Philip was the first Professor of Tourism in Australia and has over 35 years' experience teaching in Australian Universities. He earned his Doctorate from the University of Oxford studying tourists in Europe, was awarded First-Class Honours in Psychology and a Diploma of Education from the University of Adelaide, and holds a Fulbright scholarship at Harvard University.

In 2008 Philip won an ALTC award for advancing tourism education and for the supervision of Doctoral level students, having successfully supervised 30 such students. To-date, Philip is recognised for being the principal supervisor for over 40 successful PhD graduate students from 12 countries. He is currently supervising PhD students from Iran, Germany, Russia, China, Thailand, Malaysia, Australia, and Singapore.

A Foundation member of the International Academy for the Study of Tourism and a Fellow of CAUTHE (Council of the Australian and New Zealand Tourism and Hospitality Education), Philip has nearly 300 publications and 15 books on tourism. He is the founding editor of The Journal of Tourism Studies (1990-2005), now reviews and edits manuscripts for other journals on a regular basis and is a frequent keynote speaker at tourism conferences particularly in Asia.

Philip's special interest areas are tourist behaviour, notably tourist motivation and experience, tourism and communities and tourism education and research. His recent interest and publications lies in the areas of Chinese outbound tourism.