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## Treasurer and Director Profile, THE-ICE Board of Directors

### Dr Paul Whitelaw

Associate Director of Higher Education and Quality, William Angliss Institute, Australia



Paul Whitelaw has been a Director on THE-ICE Board since November 2012 and joined the William Angliss Institute in Melbourne as Associate Director Higher Education and Quality in 2014. Prior to this appointment Paul was a Senior Lecturer at the College of Business at Victoria University and the Centre for Tourism and Services Research, where he lectured in quantitative and computer based hospitality management systems in undergraduate and postgraduate programs.

Before joining academia in 1991, Paul enjoyed nearly 15 years' experience in various line and executive positions in the hospitality industry, also spending his childhood actively exposed to family hotel, restaurant and motel business interests.

Paul's key interests are in the ongoing professionalisation of the hospitality industry, especially in the areas of career progression and development, harnessing modern technologies to improve the guest experience and the application of advanced analytical techniques to improve operating efficiency.

Paul has also conducted extensive research on protecting areas in the National Estate including leading a review of all recent Commonwealth funded research conducted on the visitor experience and economic impact of National Parks and World Heritage Sites in Australia. Further, he led a team that developed a model to provide benchmark measurements of the impact of tourism investment and development in regional Australia.

In 2001 Paul received the Vice-Chancellor's Award for Teaching Excellence at Victoria University. In 2005 he received a \$25,000 grant from the Victorian State Government to develop a suite of on-line learning resources for recently arrived Asian graduate business students. Since 2008 he has been involved in four Commonwealth funded projects (worth more than \$600,000) investigating a range of teaching and learning issues. These include the hospitality, tourism and events curriculum, supporting Chinese students adopt to learning in Australia, and various issues related to Academic Integrity, especially the prevention of plagiarism.

He is currently leading a project team that is working on the setting of national curriculum standards for tourism, hospitality and events undergraduate and postgraduate coursework programs.