



International Centre  
of Excellence in  
**Tourism and Hospitality  
Education (THE-ICE)**

THE-ICE ...

MUCH MORE THAN JUST AN ACCREDITATION AGENCY

FIND OUT MORE

## Director Profile, THE-ICE Board of Directors

### Professor JS Perry Hobson

Pro Vice-Chancellor for Global Engagement, Taylor's University, Malaysia



Professor Perry Hobson is the Pro Vice-Chancellor for Global Engagement at [Taylor's University](#) in Malaysia. He has an extensive international academic background in hospitality and tourism, and holds a BSc (Hons) in Hotel & Catering Management from Oxford Brookes University (UK), a MS in Hotel, Restaurant and Travel from the University of Massachusetts at Amherst (USA), and a PhD in tourism from Southern Cross University (Australia). He has been the Editor-in-Chief of the SSCI-indexed [Journal of Vacation Marketing](#) (JVM) since 1999. He was the Head of the School of Tourism and Hospitality Management at Southern Cross University (SCU) in Australia for many years, and during that time the university won both the State and National Tourism Awards for excellence in 'Education and Training'.

Professor Hobson is the former Director/CEO of the [THE-ICE](#), and he was responsible for transforming the organisation from being an initiative of the Australian Federal Government into an independent global accreditation body. In recognition of his contribution to education and research, he has been made a [Fellow](#) of the Council of Australasian Universities for Tourism & Hospitality Education (CAUTHE), an [Honorary Fellow](#) of the UK's Council for Hospitality Management Education (CHME), a recipient of the 'Sue Beeton Award' from the TTRA-Apac Chapter and was also the first person to be installed into THE-ICE Hall of Fame for his support and contribution to the organisation. He has been the PVC for Global Engagement at Taylor's University since 2012. He initiated and led the development of the university's first [Global Strategic Plan & Framework](#), and Taylor's University has since received QS 4-Stars, with [QS 5-Stars](#) for "Internationalisation". The university has also subsequently been ranked in the [QS Asian University Rankings](#), as well as the [QS World Subject Rankings for Hospitality & Leisure](#). Professor Hobson is also a member of the international Advisory Board of the [Observatory on Borderless Higher Education](#) and a frequent speaker at international conferences.