

THE-ICE Assessment Panel Chair & Auditor Profile



Professor Brian King

Chair, THE-ICE Assessment Panel

**Associate Dean (Executive Education & Partnership) & Professor
School of Hotel and Tourism Management, Hong Kong Polytechnic University**



Professor Brian King joined Hong Kong Polytechnic University in 2012 and was previously Professor at Victoria University's Centre for Tourism and Services Research (Melbourne, Australia). Educated in Scotland and in Australia, Professor King has been involved in tourism and hospitality for over 30 years and has held a range of senior academic roles including being Pro Vice-Chancellor for Industry and Community and Pro Vice-Chancellor for Students. He was also head of Victoria University's leading School of Hospitality and Tourism for over nine years (1998-2007) with the programmes under his direction winning the Australian Tourism Award for Education and Training on three occasions.

Building on industry experience acquired in airlines, tour operations and hotels, he has held Board memberships of Destination Melbourne, Ocean Spirit Cruises and Blue Mountains International Hotel Management School.

His research expertise is in tourism and hospitality marketing with an emphasis on cultural dimensions, emerging Asia-Pacific markets and destinations. He has written several books on tourism marketing, resorts and tourism in the Asia-Pacific region. He has consulted extensively to international agencies on tourism marketing and workforce development and is a frequent media commentator and chair/ facilitator of industry excellence awards.

Professor King is the founder and current Editor-in-Chief of *Tourism, Culture and Communication* and has been Visiting Professor at universities in Italy, Fiji and the USA. He was the inaugural Chair of THE-ICE from 2008 to 2010, a recipient of the Fellow of THE-ICE Award 2012, an elected fellow of the International Academy for the Study of Tourism (IAST) and of the Council for Australasian Tourism and Hospitality Education (CAUTHE).