



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

THE-ICE ...

MUCH MORE THAN JUST AN ACCREDITATION AGENCY

FIND OUT MORE

## THE-ICE 11<sup>th</sup> IPoE Forum 2017

### THE-ICE 11<sup>th</sup> IPoE Forum 2017 Benchmarking Roundtable Series XII Workshop Presenter 'Project Champion – Virtual Field Trip'

#### **Dr Pierre Benckendorff**

Associate Professor, University of Queensland



Dr Pierre Benckendorff has more than 15 years' experience in education and research in the tourism field and is currently based at the University of Queensland, Australia. His passion for travel and tourism has taken him to some of the world's leading theme parks and airports, the major cities of Europe and North America, the African Savannah and the bustling streets of Asia. He has also travelled extensively throughout Australia and New Zealand. His research interests include visitor behaviour, tourism information technologies, and tourism education and training.

He has authored over 80 publications in these areas in leading international journals and is a regular speaker at tourism research conferences. Pierre is actively involved in a number of national projects totalling over \$700,000 in grant funding. He is on the editorial board for the Asia Pacific Journal of Tourism Research and is a regular reviewer of papers published in some of the world's leading academic tourism journals.

Pierre is also an award-winning university lecturer and has held several teaching and learning leadership positions at both The University of Queensland and James Cook University. In 2007, he received a national Carrick (now Office for Learning and Teaching) citation for outstanding contributions to student learning. He has developed and taught undergraduate and postgraduate courses in introductory tourism management, international tourism, tourist behaviour, tourism and leisure futures, tourism transportation, tourism operations, tourism technologies, tourism analysis, business skills and marketing communications.

He is currently the co-chair of knowledge creation for the BEST Education Network and in this capacity, has worked with the World Travel and Tourism Council to edit a book of international cases based on Tourism for Tomorrow award finalists and winners. He has also co-authored one of the leading textbooks on tourism and information technology.