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THE-ICE Assessment Panel Auditor Profile

Professor Philip Pearce

**Head of Discipline – Tourism Events & Sport & Foundation Professor of Tourism
James Cook University, Australia**



Professor Philip Pearce is a member of James Cook University's School of Business Executive responsible for setting the strategic direction of the school and managing its programs and curricula.

Philip Pearce has taught in Australian Universities for over 30 years. He is the first Professor of Tourism in Australia and is based at James Cook University. He has a First Class Honours degree in Psychology and Diploma of Education from the University of Adelaide and earned a Doctorate from the University of Oxford studying tourists in Europe. He has held a Fulbright scholarship at Harvard University. In his position at James Cook University he teaches at all levels with a focus on tourist behaviour and experience.

In 2008 he won an ALTC award for advancing tourism education and for the supervision of Doctoral level students, having successfully supervised 30 such students. He has 250 publications and 8 books on tourism. He was the founding editor of The Journal of Tourism Studies (1990-2005) and now reviews and edits manuscripts for other journals on a regular basis. He is a frequent keynote speaker at tourism conferences, particularly in Asia. His special interest areas are tourist behaviour, notably tourist motivation and experience, tourism and communities, and tourism education and research.

He has recent interest and publications in the areas of Chinese outbound tourism. He supervises a large number of PhD students and has been the principal supervisor for over 30 PhD successful graduates from 12 countries. He currently supervises PhD students from China, Thailand, Malaysia, Australia, and Singapore.