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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



Philip Pearce has written books on tourist behaviour (1982, 1988, 2005, and 2011), positive psychology and tourism (2011, 2014), and tourism and humour (2015). He has a doctorate from the University of Oxford and was appointed as the First Professor of Tourism in Australia. His published papers are in the areas of tourist experience, emerging markets, and communities and tourism. He has developed models of tourist motivation and experience, and uses both quantitative and qualitative research methods. He has concentrated recently on Asian tourism topics (Pearce & Wu(Eds.) (2017) *The World meets Asian tourists.*)

He is an active PhD supervisor with over 40 successful doctoral graduates and a current team of students from 6 countries. He particularly enjoys work with his students on fresh approaches to tourist experience design, emotions, satisfaction, and the management of tourists' behaviour. He was awarded the title Distinguished Professor at James Cook University in 2016, the first social scientist to achieve this accolade.