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

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## Director Profile, THE-ICE Board of Directors

### Professor JS Perry Hobson

Pro Vice-Chancellor for Global Engagement, Sunway University, Malaysia



Professor Perry Hobson is the Pro Vice-Chancellor for Global Engagement at Sunway University in Malaysia. He has an extensive international academic background in hospitality and tourism, holding 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) 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), is a recipient of the 'Sue Beeton Award' from the TTRA-Apac Chapter and was also the first person to be installed into "Hall of Fame" by THE-ICE for his support and contribution to the organisation.

Perry was the PVC for Global Engagement at Taylor's University (Malaysia) from 2012-17 where he initiated and led the development of the university's first Global Strategic Plan & Framework. During his time at Taylor's University the institution received QS 4-Stars (with QS 5-Stars for "Internationalisation") was ranked in the Top 600 of QS World University Rankings, Top 150 of the QS Asian Rankings, as was in the Top 21 of the QS World Subject Rankings for Hospitality & Leisure. With his team of colleagues he also grew the number of mobility partners at Taylor's University to 200 institutions and helped to establish several short-term mobility initiatives. Perry is also a member of the international Advisory Board of the Observatory on Borderless Higher Education and a frequent speaker at international conferences.