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THE-ICE 12th IPoE Forum 2018

**Plenary Panel Session Panellist: Learning objectives and future
preparedness – towards 2030**

Professor Brian King

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Hong Kong**



Brian King is Associate Dean (Academic) in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. He chairs the THE-ICE accreditation panel and was inducted into the THE-ICE Hall of Fame in 2017.

Prior to relocating to Hong Kong, he held various leadership roles at Victoria University in Australia. Originally from Scotland, he specializes in hospitality leadership and cultural tourism in Asia and holds a PhD from Monash University, Australia. He has published books and articles on integrated resorts, marketing, VFR travel and Asia-Pacific tourism.

He is Founder and Editor-in-Chief of *Tourism, Culture & Communication*. His industry experience includes manager and/or director roles in airlines, tour operations, destination management, cruise operations and hotels. He has held visiting professorships in Europe, North America and the Pacific and is a Fellow of the International Academy for the Study of Tourism.