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THE-ICE 14th IPoE Forum 2021

Panel 1: How to resist the squeeze on TH&E education and make it sustainable...and profitable

Professor Tom Baum

Professor of Tourism Employment, University of Strathclyde, Scotland & Auditor, THE-ICE Assessment Panel



Tom Baum is professor of Tourism Employment in the Strathclyde Business School, University of Strathclyde in Glasgow, Scotland. He recently stood down as Head of the Department of Work, Employment and Organisation and previously served as Head of The Scottish Hotel School at Strathclyde (1998-2004 and 2008-2009). Prior to joining Strathclyde, Tom was Professor of International Tourism and Hospitality Management in the University of Buckingham and a senior manager with CERT, the Irish tourism training agency in Dublin. His primary and Master's degrees are in educational development and he holds two doctorates (PhD and DLitt) from the University of Strathclyde for research in the field of tourism employment. Tom is a past President of EuroCHRIE and 2nd Vice-President of International Academy for the Study of Tourism.

Tom has worked in vocational and higher education for the hospitality and tourism industries for almost 40 years and has been responsible for the development, delivery, assessment, and quality assurance of programmes at high school, TVET, undergraduate, Masters and doctorate levels, delivered in over 40 countries around the world. He has taught in colleges and universities as an adjunct in Australia, China, Estonia, Finland, Kenya, Lithuania, Spain, and Switzerland. He has been external examiner to programmes and research degrees in over 25 universities and is a Visiting Professor to institutions in Australia, Malaysia, New Zealand, South Africa, and Wales. In recent years, Tom has been a member and chair of accreditation and validation panels in Estonia, Hong Kong, and Ireland.

Tom is extensively published in his core area of research, tourism and hospitality employment but also more widely on themes relating to the industry such as seasonality and small island tourism. He is author of over 10 books and 250 scientific papers in international journals. As a researcher, he is currently involved with two major international projects on urban tourism in Europe (€3m) and tourism in the blue economy (£23m) and, in the past, has held grants in collaboration with colleagues in Africa and Asia.