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## THE-ICE 15<sup>th</sup> IPoE Forum 2022

### Panel 2: Increasing mobility and accessibility; opportunities and challenges facing the TH&E higher education providers

#### Professor Perry Hobson

Director of the Academy of Tourism, Breda University of Applied Sciences, The Netherlands



Professor Perry Hobson is Director of the Academy of Tourism at Breda University of Applied Sciences (The Netherlands). He has an extensive international academic background in tourism and hospitality, 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 Q1/A ranked/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 (Australia) for many years, and during that time the university won both the State and National Tourism Awards for excellence in 'Education and Training'. Over the years he also served on the Academic Board and/or Boards of Directors of other institutions such as the Blue Mountains International Hotel Management School (now part of Torrens University) and William Angliss Institute. Before moving to The Netherlands, Perry lived and worked in Malaysia for 10 years, where he was the PVC for Global Engagement at both Sunway University and Taylor's University. Perry is also a Visiting Professor at MCI in Innsbruck (Austria), an Adjunct Professor at Ton Duc Thang University (Vietnam) and serves on the International Advisory Council of Ostrava University (The Czech Republic). He is also a member of the international Advisory Board of the Observatory on Borderless Higher Education and a frequent speaker at international conferences.

Professor Hobson is a former CEO of the THE-ICE and was responsible for transforming the organisation from 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), 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 the first person to be installed into THE-ICE 'Hall of Fame' for his support and contribution to the organisation.