



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

THE-ICE ...

MUCH MORE THAN JUST AN ACCREDITATION AGENCY

FIND OUT MORE

THE-ICE 17th IPoE Forum 2024

Professor Perry Hobson



Director, Buas Academy for Tourism

Professor Perry Hobson, PhD is Director of BUas Academy for Tourism at Breda University of Applied Sciences. He was previously Professor of Tourism at Sunway University in Malaysia. He holds a Bachelor's degree from Oxford Brookes University in the UK, a Masters from the University of Massachusetts in the USA, and completed his PhD at Southern Cross University in Australia.

He has been the Editor-in-Chief of the 'A' ranked and SSCI indexed Journal of Vacation Marketing for over two decades and is a Board member of The International Centre of Excellence in Hospitality & Tourism Education (THE-ICE) accreditation body. He is a past-President of ApacCHRIE; a lifetime Fellow of CAUTHE, the Council of Australasian Universities for Tourism & Hospitality Education in Australia; and an Honorary Fellow of CHME, the Council for Hospitality Management Education in the UK.