

Prof. J.S.Perry Hobson, PhD

Pro Vice-Chancellor for Global Engagement at Taylor's University Malaysia



Biography

Dr J.S.Perry Hobson is the Pro Vice-Chancellor for Global Engagement at Taylor's University Malaysia and a Professor in Hospitality & Tourism. Over the years he has also lived and worked in the UK, USA, Hong Kong and Australia. He has also held visiting positions with various institutions, including MCI-Innsbruck where he delivers a short course on innovation every year.

Perry has an extensive academic background in hospitality and tourism, and holds 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 from Southern Cross University (Australia). He has been the Editor-in Chief of the Journal of Vacation Marketing since 1999, and he also on the Board of Directors of the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) accreditation body. He has been heavily involved with various associations and is a past-President of both APacCHRIE, and CAUTHE in Australia.

Topic

"Thinking Outside the Box – Innovation and Innovative Thinking"

Synopsis

Innovation is now high on the agenda for many companies as they look at being responsive to rapidly changing customer needs. But all too often when it comes to generating and adopting new ideas, the mindset of too many hospitality and tourism organizations has been "that's now how we do things around here". This session looks to challenge the ways we are used to thinking and doing things. By drawing on industry examples of innovation, this session will highlight why innovation and innovative thinking is becoming so important.