Higher Education Evaluation and Accreditation Council of Taiwan
HEEACT

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

Accredited to meet THE-ICE Standards of Excellence

The Trends & Innovation in QA in Response to the Post-Pandemic Era

HEEACT Virtual International Conference 2022

5th October 2022

Presented by Dr Craig Thompson
CEO, THE-ICE

Overview

- Brief overview of THE-ICE
- Growing QA Challenges facing institutions and QAAs
- Potential Solutions

A Unique Global Agency

- Australian-based 'member focused' not-for-profit organisation with international visibility and credibility:
- Quality enhancement agency specifically for higher education (HE) providers specialising in tourism, hospitality, events, culinary arts, leisure (TH&E)
- The only organisation providing international TH&E programme accreditation along with ongoing member support, including;
  - Annual student and alumni satisfaction survey and global benchmarking
  - International Panel of Experts (IPoE) forum
  - Annual Ranking (based on quantitative student satisfaction data) and awards
  - Network for education, research, staff & students

Our Vision, Mission & Values

THE-ICE operates in a competent manner, based on integrity to;

Vision	Mission	Values
Significantly and sustainably enhance the quality of higher education in tourism, hospitality, events, and culinary arts (TH&E) globally.	• Assure institutional Quality • Promoting and developing excellence in and amongst members institutions • Supporting and facilitating the development of global quality assurance	• Inclusivity • Diversity • Collegiality

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Global Network

Asia

- Dusit Thani College, Thailand
- Far Eastern University, the Philippines
- Lyceum of the Philippines University, the Philippines
- Mae Fah Luang University, Thailand
- National Kaohsiung University of Tourism and Hospitality, Taiwan
- Singapore Institute of Technology, Singapore
- Taylor's University, Malaysia
- THEi, Technological & Higher Education Institute of Hong Kong (Observer)
- University of Santo Tomas, the Philippines

Australia

- Higher Education Learning Institute, Australia (Business Alliance)
- Melbourne Polytechnic, Australia (Observer)
- William Angliss Institute, Australia
- Torrens University Australia - Blue Mountains International Hotel Management School, Australia
- Torrens University Australia – William Blue College of Hospitality Management, Australia

Europe

- Breda University of Applied Sciences, The Netherlands
- César Ritz Colleges Switzerland, Switzerland
- EHL Swiss School of Tourism and Hospitality, Switzerland
- Free University of Bozen-Bolzano, Italy
- Glion Institute of Higher Education, Switzerland
- Haaga-Helia University of Applied Sciences, Finland
- Hosco, Spain (Business Alliance)

Europe *(continued)*

- Hotel Institute Montreux, Switzerland
- Hotelschool The Hague, the Netherlands
- Institut Paul Bocuse, France
- IHTTI School of Hotel Management, Switzerland
- MCI Management Center Innsbruck, Austria
- NHL Stenden University of Applied Sciences, Netherlands
- Saxion University of Applied Sciences, The Netherlands
- Swiss Hotel Management School, Switzerland
- Vistula School of Hospitality, Poland
- Zuyd University Maastricht, the Netherlands

Middle East & the Sub-Continent

- Stenden University Qatar, Qatar
- The Emirates Academy of Hospitality Management, Dubai, UAE
- Dubai College of Tourism (Observer)

North Americas

- STR SHARE Center, USA (Business Alliance)

South Pacific

- The University of the South Pacific, Fiji

United Kingdom

- Russell Partnership Technology, United Kingdom (Business Alliance)
- University of Derby, United Kingdom

THE-ICE member network - capturing the power of the collective

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Strategic Partnerships

MoU - Mutual Recognition

MoA – Collaborative Partnership

Joint Accreditation Projects

Australian Government
Tertiary Education Quality and Standards Agency

eca european consortium for accreditation

INQAAHE INTERNATIONAL NETWORK FOR QUALITY ASSURANCE AGENCIES IN HIGHER EDUCATION

YOUR PARTNER FOR EXCELLENCE IN HIGHER EDUCATION FIBAA

NVAO VERTROUWEN IN KWALITEIT

PACUCOA PHILIPPINE ASSOCIATION OF COLLEGES AND UNIVERSITIES COMMISSION ON ACCREDITATION

UNITED ARAB EMIRATES MINISTRY OF HIGHER EDUCATION & SCIENTIFIC RESEARCH
الإمارات العربية المتحدة وزارة التعليم العالي والبحث العلمي

高等教育評鑑中心 Higher Education Evaluation and Accreditation Council of Taiwan

acreditAcción Agencia AGENCIA ACREDITADORA

CONAET Consejo Nacional para la Calidad de la Educación Turística A.C.

AKKORK

Netherlands Quality Agency NQA

BAN-PT

Growing Challenges Facing Institutions and QAAs

- Rapidly diversifying domains, programmes, levels, delivery mechanisms
- Increasing competitive academic landscape
- Increasing trend and demand for comparison
- Increasing price and time sensitivity amongst students
- Increasing pressure on institution and QAAs time, finances and resources
- Backlogs and delays due to pandemic

…..raising the question…

How do QAAs continue to cope, let alone develop and expand, faced with these growing challenges?

Potential solutions

- Seek to combine accreditation procedures (institutions and QAAs)
- Reduce and avoid repetitive procedures (set the standard once only)
- Pursue and promote quality enhancement as opposed to quality assurance
- Encourage the use/ consideration of other metrics for quality
- Promote and utilise collaboration
- Use a progressive developmental approach to re-accreditation

Conclusions

- The academic environment is increasingly dynamic, competitive and challenging for institutions, QAAs and students
- To operate effectively we MUST work smarter…not harder.
- Evolving from quality assurance to quality enhancement MUST be a fundamental part of this process
- Optimal results are achieved when HEIs and QA agencies collaborate
- ..and when national accreditation authorities work with international QA agencies

REDUCE… REUSE… REVISE… and COLLABORATE, COLLABORATE, COLLABORATE!!

For more information

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Additional information/ Appendices

THE-ICE Standards of Excellence

1. Status of the Institution
2. Governance, Leadership & Administration
3. Vision, Mission, Objectives
4. Courses/Programs, Curriculum & Graduate Outcomes/Attributes
5. Approach to Teaching & Learning
6. Planning, Program Review & Quality Assurance Mechanism
7. Level of Internationalisation
8. Physical Resources and Facilities
9. Student Support Services
10. Industry Advisory Board
11. Staffing Resources
12. Financial Resources
13. Membership, Partnership, Community/Social Responsibility Engagement
14. Areas of Excellence:
    - Essential
    - Desirable

THE-ICE Unique Member Network Benefits!

Ongoing quality enhancement through:

- International Qualification Recognition
- Participation in annual student satisfaction and alumni surveys, with detailed institute specific reports
- Participation in annual Institutional Ranking against global index
- Attendance to International Panel of Experts (IPoE) Forum and Workshops
- Network for potential education, research, student & staff exchange partners, including the introduction of a platform to promote research
- Annual Research Grant Scheme
- Annual student competitions, including the Global Revenue Management Challenge (powered by Russell Partnership Technology)
- Alumni employability reporting (powered by HOSCO)
- THE-ICE Webinars, as well as industry partner webinars powered by HELI
- STR Share Centre certification 'Train-the-trainer' sessions

THE–ICE Accreditation

- Voluntary accreditation - non-government organisation (NGO)
- Institution based, TH&E specific
- Two-stage accreditation process:
  - Pre-Accreditation – Institutional Profile
  - Accreditation – C2Q (Committed to Quality) membership

From Quality Assurance to Quality Enhancement

Survey key findings across institution level, THE-ICE and Global Index

- importance /satisfaction levels across Arrival, Living, Learning & Support
- Propensity to recommend, future plans, open comments