

# First Decade of THE-ICE

**13th April 2004 – 13th April 2014**



In April 2014 we celebrate the 10<sup>th</sup> anniversary of the International Centre of Excellence in Tourism and Hospitality (THE-ICE)!

Over this past decade THE-ICE has transformed from being a government-funded international education initiative, with eight Australian foundation members, to now being a not-for-profit international accreditation QA agency with a global network of 33 institutions from 16 countries – and we continue to grow!

Throughout this period our focus has remained on the recognition, development, benchmarking, and promotion in the specialised area of tourism, hospitality, events and culinary arts (TH&E) education, training and research.

On this auspicious occasion I would like to thank the following, without whom THE-ICE would not be where we are today:

- The Australian Government and the Advisory Board - which together set a solid foundation for THE-ICE to build from and thrive
- Our Australian Founding Members - for their loyalty in moving forward as a collective team throughout our first decade
- THE-ICE Board of Directors - for setting our strategic direction, and for their ongoing guidance
- The independent THE-ICE Assessment Panel – for their vital role in maintaining transparency, integrity and confidentiality in our accreditation and membership schema
- Our past and current international member network - for their commitment and support, &
- Our future members - for their interest in who we are and what we do!

It has been a great privilege and honour to be a part of this incredibly amazing journey and I would like to share the milestones of THE-ICE's first decade with you ... I also look forward with anticipation to THE-ICE creating new heights and milestones over the next decade!

Yours sincerely



CEO, THE-ICE

# THE-ICE – a chronicle of the first decade



## 2004

- The Commonwealth of Australia and the Sustainable Tourism Cooperative Research Centre (STCRC) committed to a funding agreement for the management of THE-ICE
- THE-ICE Advisory Council was established – Chaired by Professor Terry De Lacy, CEO of STCRC, with six academics and two co-opted industry representatives
- THE-ICE Brand and core charter was developed

## 2005

- THE-ICE Business Plan 2005-2008 was fine-tuned and implemented under the direction of Professor Terry De Lacy and Mr Hugh Wilkins, then-Deputy Director of THE-ICE
- THE-ICE Standards of Excellence were designed and developed in consultation with Emeritus Professor Andrew Lister – Three independent Auditors were appointed and the Membership and Accreditation Schema was developed – Eight institutions joined as Foundation Members of the National Tourism Education Network
- Launch of THE-ICE Website [www.the-ice.org](http://www.the-ice.org)
- Cooperative relationships were developed with numerous governments, including by way of serving on both the Executive Committee of UNESCAP-APETIT and the Marco-Polo Program Task Force
- THE-ICE 1<sup>st</sup> International Panel of Experts Forum was held on the Gold Coast with the theme *Critical Issues and Future Directions of Tourism and Hospitality Education*

## 2006

- Under the direction of A/Professor Perry Hobson, Director of THE-ICE, nine member institutions then included two TAFEs and seven universities
- THE-ICE 2<sup>nd</sup> International Panel of Experts Forum was held on the Gold Coast with the theme *Internationalisation of Tourism and Hospitality Education*
- Appointed Co-Editor of I-CHRIE's JHTE (International Council on Hotel, Restaurant and Institutional Education, Journal of Hospitality & Tourism Education), appointing for the first time a non-North American based co-Editor
- Successfully bid for the 18 month, A\$340,000 'Train the Trainers' project for the "Development of the Thai-Australian Hospitality and Tourism Training Centre for Tsunami-Affected Regions" - a collaboration amongst four of THE-ICE member institutions and jointly funded by the Australian and Thai governments



# THE-ICE – a chronicle of the first decade



An Australian Government Initiative



International Centre  
of Excellence in  
**Tourism and  
Hospitality Education**

## 2007

- Experienced growth to 15 member institutions as two TAFEs, seven universities and six private hotel schools, plus one Thai-based international Affiliate, qualified for accreditation of their TH&E programmes
- Launched the pilot International Student Barometer Survey (ISB) in partnership with the International Graduate Insight Group – the first cross-sector (Vocational & Higher Education) and cross-institution student satisfaction research focusing on TH&E education
- Reviewed THE-ICE Standards of Excellence in consultation with Emeritus Professor Merv Hyde
- Elected as Vice Chair of the UNESCAP-APETIT Executive Committee
- Rolled-out the Thai-Australian government-funded Train the Trainers project for tsunami-affected regions
- Successfully bid for the Certificate IV professional development programme in Eco-Tour Guiding, funded by the National Park Singapore and to be jointly delivered by the Centre of Urban Greenery & Ecology and THE-ICE/William Angliss Institute

## 2008 (Jan to end Jun)

- THE-ICE 3<sup>rd</sup> International Panel of Experts Forum was held in conjunction with the 6<sup>th</sup> APacCHRIE Annual Conference, proudly hosted in Perth by the Australian School of Tourism and Hospitality Management (Full Member of THE-ICE) with the theme *Developing and Delivering Industry-relevant Education and Research*
- Re-elected as Vice Chair of the UNESCAP-APETIT Executive Committee
- Fully launched THE-ICE International Student Barometer Survey (ISB) with participation being mandatory for all THE-ICE member institutions

# THE-ICE – a chronicle of the first decade



## 2008 (Jul to Dec)

- THE-ICE was incorporated as a not-for-profit organisation limited by guarantee in the State of Queensland – With our governance structure and Constitution now established, THE-ICE Board of Directors comprising of ten Directors was lead by our inaugural Chair, Professor Brian King
- Successful completion of the 18-month ‘Train the Trainers’ project for the “*Development of the Thai-Australian Hospitality and Tourism Training Centre for Tsunami-Affected Regions*”
- Became a Member of the Australian Tourism Export Council Executive Committee (ATEC 2008-2010)
- THE-ICE Standards of Excellence were updated - Membership categories were revised to include Accredited Full Members, Accredited Affiliates, and Pre-accredited Associates of THE-ICE - Opened accreditation services and membership to international institutions
- The independent THE-ICE Assessment Panel was established, chaired by A/Professor Stephen Craig-Smith with nine appropriately-qualified auditors

## 2009

- THE-ICE 4<sup>th</sup> International Panel of Experts Forum was hosted by The Hotel School Sydney (THSS) with the theme *Developing Excellence in Tourism, Hospitality and Events Education*
- Following accreditation of their TH&E programmes, member institutions were welcomed from Singapore, Austria and Switzerland

## 2010

- THE-ICE Student Barometer Survey (ISB-SB) 2010 was extended to include domestic as well as international students - Comparative data was collected from outside of Australia then benchmarked amongst THE-ICE member institutions - THE-ICE findings became the Global Index for TH&E education
- Qualified as an eligible applicant for the Australian government’s Export Market Development Grant
- Member institutions from Italy & Fiji were welcomed following accreditation of their TH&E programmes

## 2011

- THE-ICE became a Full Member of INQAHE (International Network for Quality Assurance Agencies in Higher Education)
- The Observer of THE-ICE status was introduced for appropriately qualified institutions and/or organisations interested in observing and participating in the strategic activities of THE-ICE
- Accrediting their TH&E programmes, member institutions were welcomed from the Netherlands, United Arab Emirates, Malaysia and Singapore, along with Observers of THE-ICE from Malaysia and Germany
- The first two events in THE-ICE Benchmarking Roundtable Series (BRS) were launched, with these best practice workshops being exclusively for internal stakeholders of THE-ICE global network
- THE-ICE 5<sup>th</sup> International Panel of Experts Forum was hosted by Taylor's University in Malaysia with the theme *Innovation in Tourism and Hospitality Education*
- Research was continued on the satisfaction levels of TH&E students enrolled in THE-ICE member institutions, and benchmarked against the Global Index of Business and Commerce students

# THE-ICE – a chronicle of the first decade



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

## 2012

- The independent THE-ICE Assessment Panel grew from a team of 9 to 14 appropriately qualified auditors, chaired by Professor Brian King
- With the successful accreditation of their TH&E programmes, a new member institution was welcomed from Thailand, along with Observers of THE-ICE from the Netherlands, USA, Finland, Thailand, Australia and Asia Pacific
- THE-ICE Benchmarking Roundtable Series (BRS) III was hosted by the University of Queensland, with BRS IV being hosted by the Blue Mountains International Hotel Management School in Sydney
- The Fellow of THE-ICE awards were introduced in recognition of outstanding individuals in the TH&E academic/ professional sectors - The inaugural awards were presented during THE-ICE 6<sup>th</sup> International Panel of Experts Forum 2012, hosted by the Emirates Academy of Hospitality Management in Dubai UAE with the theme *Changing times in tourism and hospitality education*

## 2013

- Elected as one of seven Directors serving on the INQAAHE Board for the term 2013-2015
- Accreditation of non-English TH&E programmes was introduced as a policy, as well as the Pre-accreditation Fast Track policy for institutions that pre-qualify for full accreditation in the first instance
- A collaborative relationship developed with the Commission for Academic Accreditation, UAE, and THE-ICE was recognised as a resource partner for assessment of TH&E education programmes in the region
- Committed to being a Project Champion for an Australian government funded research project in exploring and determining teaching and learning outcome (TLO) standards in the specialised fields of TH&E higher education
- THE-ICE Benchmarking Roundtable Series (BRS) V event was hosted by the Northern Melbourne Institute of TAFE, with BRS VI being hosted by the William Blue College of Hospitality Management, Sydney
- THE-ICE 7<sup>th</sup> International Panel of Experts Forum 2013 was hosted by the Blue Mountains International Hotel Management School in Sydney with the theme *The Industry Education Nexus – a global perspective*

## 2014

- THE-ICE continues to grow, with our global network now including 33 institutions from 16 countries
- A member institution from Switzerland was welcomed making use of the Pre-accreditation Fast Track policy then subsequent full accreditation of their TH&E programmes - and the first Accreditation of non-English TH&E programmes enabled a Thai Associate of THE-ICE to progress to full membership
- THE-ICE was invited by peer QA agencies from Mexico, Chile and Spain to join with them in a proposed International Alliance for the Mutual Recognition of Accreditation of Tourism, Hospitality & Gastronomy Academic Programmes, aiming to facilitate mobility of students, academics and researchers
- THE-ICE BRS VII is to be hosted by The Hotel School Sydney (11 July 2014)
- THE-ICE 8<sup>th</sup> International Panel of Experts Forum 2014 is to be hosted by Charles Darwin University with the theme *Developing Quality and Value-adding to Partnerships between Institutions*, and will dovetail BRS VIII as a Pre-forum workshop (11<sup>th</sup> – 14<sup>th</sup> November 2014, Darwin Australia)