

THE-ICE eBulletin is your tourism & hospitality information hub. This publication aims to provide the latest in education and industry trends and news to our subscribers. Contributions are most welcome – please email to news@the-ice.org.

Message from the CEO



Pauline Tang
CEO, THE-ICE

As anticipated, 2016 has been an exceptional year. We take great pride in receiving recognition and expressions of interest in our accreditation services from leading global institutions. So far this year, we have welcomed two new full members: Glión Institute of Higher Education, Switzerland, and the University of Santo Thomas, The Philippines, and, one Observer: Singapore Institute of Technology, Singapore, to our global family, with a few other leading institutions in the process of completing their respective application process.

In May 2016, THE-ICE also welcomed our first Business Alliance in the United Kingdom, RP Technology, who have achieved an unrivalled reputation within the industry for their simulation platforms to deliver hotel feasibility projects, including HOTS, Simr and Tour@Sim.

Pauline Tang
CEO
THE-ICE

THE-ICE 10th IPoE Forum 2016

THE-ICE 10th IPoE (International Panel of Experts) Forum 2016 is to be proudly hosted by César Ritz Colleges Switzerland, Lucerne, member School of the Swiss Education Group, from 9th - 12th November 2016.

IPOE 2016
LUCERNE 9-12 NOV

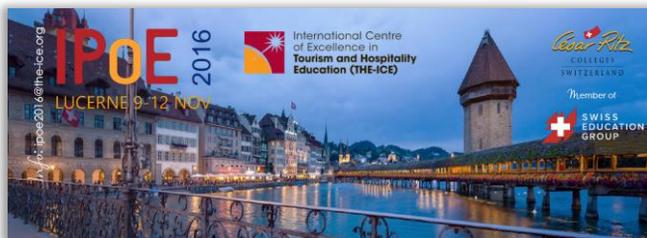
ONLINE REGISTRATION OPEN!

THE-ICE IPoE Forums, open to members and non-members of THE-ICE, are unique events providing participants the opportunity to engage with invited keynote presenters, as well as to discuss key issues and trends with global academic and industry leaders in the field of tourism, hospitality and events (TH&E).

PAPER SUBMISSIONS CLOSING 30TH SEPTEMBER!

Academic papers are invited on the IPoE 2016 theme 'Excellence – Defined and Measured' and sub-themes: employability; pedagogy; transferable skills; technology; and research culture, with publication opportunities available for accepted submissions.

Full research, working and poster papers are now being accepted.



THE-ICE Visit Bangkok – Thailand

The trip to Bangkok provided a great opportunity for THE-ICE Executive Team to visit members, existing contacts, as well as to meet some new ones.

Dusit Thani College (DTC)

A courtesy visit to DTC, a valued member of THE-ICE since 2012, and meeting with the Rector Khun Veera Pardpattanapanich and Khun Pichaya Noranitiphadungkarn, Director of International Business Development Office to discuss DTC's progress of their research portfolio was held on 9-May-2016.



THE-ICE meet with Dusit Thani College and STR Share Global

The visit coincided with a 'Certification in Hotel Industry Analytics' Workshop conducted by Mr Steve Hood, Senior Vice President of STR SHARE Center, a Business Alliance of THE-ICE.

Office of the Vocational Education Commission Visit (OVEC)

Professor Chairpreuk Sereerak, Secretary General from OVEC, Ministry of Education and Dr Siripan Choomnoon received the visit of THE-ICE Executive team on 10-May-2016. The two organisations led the 18-months 'Thai-Australian Train-the-Trainers for Tsunami-affect Regions' Project (2007 - 2008), when THE-ICE was funded by the Australian federal government.



THE-ICE Visit Office of the Vocational Education Commission (OVEC)

The visit re-kindled the cooperative relationships between them as well as for potential future capacity building projects for the vocational sector in Thailand.

Office of National Education Standards & Quality Assessment (ONESQA)

Prof. Channarong Pornrungraj, Director, Radm. Wachara Karunyavanij, Deputy Director, Pattama Sinjumasak, Chief Foreign Relations Officer, as well as other key delegates and officials of ONESQA received the visit of THE-ICE on 10-May-2016.



Prof. Channarong & THE-ICE

The visit was a success, with ONESQA interested in developing strategic partnership with THE-ICE through the signing of a Memorandum of Understanding (MoU) for mutual recognition of Thai's quality assurance framework and THE-ICE Standards of Excellence.

APacCHRIE 2016, Bangkok – Thailand

Over 300 individuals from 40 countries attended the APacCHRIE Conference 2016, hosted by THE-ICE Member, Dusit Thani College in Bangkok. As event sponsor, THE-ICE was highly visible, with attendance



providing a very successful means of networking and building stronger relationships. It was the first time the Project Manager (Ms Jane Gentle) attended an education conference, which provided a positive and invaluable experience to industry exposure, where she was able to establish relationships with THE-ICE Members as well as industry and business alliances.



Official opening by Mrs Tina Aquino, President of APacCHRIE, Minister of Tourism and Mrs Veera Pardpatanapich

An evening celebrating THE-ICE Network and the illustrious career of Alan Williams

Highlighting the collegial approach of THE-ICE, key members, business alliances and potential members had the opportunity to meet with THE-ICE Executive team and attending board members at THE-ICE Network Dinner during the 2016 ApacCHRIE Conference. The dinner was a success, providing an opportunity for members to also network with each other.



The evening also provided the opportunity to formally celebrate the retirement of Alan Williams from his role as MD of the Australian School of Management.

For almost 27 years, Alan Williams has been an innovator and leader in the higher education profession, playing a significant part in thousands of students lives. Alan led with Nelson Mandela's vision of "A good head and good heart are always a formidable combination. But when you add to that a literate tongue or pen, then you have something very special". Alan, alongside the board, have led the Australian School of Management (ASM) to become leaders in Higher Education, with the Institution recently becoming part of the Careers Australia Group and opening a new campus in Melbourne on Flinders Street.

Incoming CEO, David Ensor, brings to the role a range of education and commercial experience that will ensure future growth for ASM.

Member news & innovations

THSS welcomes new General Manager

On 7th July 2016 MEG (Mulpha Education Group), industry partner of Southern Cross University announced the appointment of new General Manager, Sue Bakir, who will oversee MEG's education portfolio: the The Hotel School Sydney (THSS), as well as THSS sister campus, The Hotel School Melbourne (THSM).



Sue joins MEG at a critical juncture as they seek to reshape and grow into a much more dynamic and substantially larger enterprise, both horizontally and vertically integrated in the education space.

Sue brings with her over 20 years' experience in senior executive roles within both Australian and international education sectors, including with some of the largest private players. Sue's last key appointment was as a member of the Study Group Australasia senior management team where she held a number of senior roles including the Director of Higher Education Provision and Director of Charles Stuart University Study Centres in Sydney and Melbourne, where she grew this key university partnership into a significant business. Prior to this Sue acted as Principal Executive Officer of Kaplan International College, Sydney. Other roles have included as Director Sales & Marketing for Navitas in their partnership with La Trobe University for their Sydney campus program, as well as senior executive positions at various other English language colleges.

Sue is currently finalising existing engagements overseas and will join MEG in October, where she will help execute the strategic plan required to realise MEG's exciting vision.

The remarkable past of Jon-Hans Coetzer, new CAO of Glion

Glion Institute of Higher Education's (GIHE) newly appointed Chief Academic Officer (CAO), Dr. Jon-Hans Coetzer, recently spoke at the World Communication Forum in Davos, where he was interviewed to shed light on his career before the world of academia, sharing that his career "started in South Africa, in 1982, when I met Princess Diana to work on this campaign to ban land mines...". His stories that followed were nothing short of remarkable....



"Over the years, I've learned the importance of common respect built amongst people through communication. Every successful business person is a highly skilled individual and one of the most important skill sets is communication...Experience has taught me that sometimes listening is the strongest communication tool we have..."

...The Glion Spirit is about sharing across cultures and uniting for common strength, and we're writing a new chapter for Glion. I'm very confident knowing we have the right people in place to keep Glion moving forward." Dr. Coetzer

Dr. Coetzer brings to GIHE over 15 years of experience as a senior academic leader in higher education. He served as Academic Dean of IHTTI, Neuchâtel, and most recently as Academic Dean of the European University's Swiss Campuses and was a member of the strategic management team

For the full interview with Dr Coetzer, [click here](#).

Cooking up Alumni Success

The man behind the success of the Blue Mountains International Hotel Management School (BMIHMS) alumni family, Val Cook, has been with the institution for over 20 years. Val credits the success of the alumni



family to patience and interest in what he does. Val, along with his BMIHMS management team, see the value on both sides of maintaining close ties with their graduates.

Newsletters are sent up to 10 times a year to the BMIHMS alumni family, a family which is not voluntary, but rather strategically encouraged. Each newsletter offers something different and asks for a different level of engagement from readers, features “movers and shakers” and an “alumni of the month”. The newsletters are so successful, last issue was viewed by 3,000 of the 3,300 alumni!

Dusit Thani College Announce New President

Dusit Thani College is pleased to welcome Assistant Professor Dr. Sarote Phornprapha as the new President of Dusit Thani College, effective July 1st, 2016.

With his 20 years of academic career and 10 years as the Executive Director – Head of EMBA program from Sasin Graduate Institute of Business



Administration of Chulalongkorn University, Dr. Sarote is the expert in the area of educational management, organization development, negotiations, and Business ethics.

Dr. Sarote obtained Ph.D. in Management Studies – Organizational Behaviour from The School of Hospitality and Tourism Management, University of Surrey, UK. In 2012, he got the award of ASIA’s Best Professor in Management from World Education Congress and CMO Asia.

Taylor's Tourism Professor Has Journal Accepted into Thompson Reuters' SSCI Index

The Editor-in-Chief of the Journal of Vacation Marketing is based at Taylor's University. His journal was recently selected to join the internationally recognised Thompson Reuters SSCI index. Professor Perry Hobson, the PVC for Global Engagement and a Professor in Hospitality and Tourism at Taylor's University, has been the Editor-in-Chief of the Journal of Vacation Marketing



(JVM) since 1999. To date JVM has been recognised as an A journal (which means it's listed in the top 20% of all journals) by the Australian Business Deans Council. It has also been identified in an academic research paper as being the 5th most influential tourism journal.

Prof Perry Hobson was recently informed by Sage (the publisher of the journal in London) that JVM has been accepted into the SSCI index. Prof. Perry Hobson said that "He was delighted that JVM has finally been recognised for the quality of its papers and its international standing – putting it amongst a small elite of journals".

THE-ICE welcomes their first UK Business Alliance Partner: The Russell Partnership

The Russell Partnership, established in 1989 by Mr David Russell and Ms Dianne Adlard, is a Food and Technology consultancy specialising within Catering, Conferencing, Events and Leisure markets, delivering creative solutions and commercially viable results from strategy creation to concept origination and implementation. The headquarter is located in London and a regional office in Oxon, the United Kingdom, as well as having offices in Dubai and the Middle East (opened since 2005).



RP Technology also utilize their simulation platforms to deliver hotel feasibility projects for clients who are in the process of designing, developing or building hotel properties. The simulation programs include:

- HOTS – the hospitality management simulation
- Simr – a competitive restaurant management simulation
- Tour@Sim – a web-based learning tool designed to develop awareness and understanding of the challenges and issues of sustainable tourism

MCI Management Center Innsbruck earns the prestigious AACSB Business Accreditation

MCI Management Center Innsbruck has earned the initial accreditation by AACSB International – The Association



to Advance Collegiate Schools of Business. Founded in 1916 and located in Tampa/FL, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting. Founding members include Columbia University, Cornell University, Harvard University, UC Berkeley, University of Chicago, Yale University and other respected institutions.

AACSB Accreditation is the hallmark of excellence in business education and has been earned by less than 5% of the world's business schools. MCI is the second Austrian university to earn this seal, with only 13 other universities in the whole German speaking world, which comprises of more than 500 universities and colleges, currently hold AACSB accreditation.

"It takes a great deal of commitment and determination to earn AACSB Accreditation," said Robert D. Reid, Executive Vice President and chief accreditation officer of AACSB International. *"Business schools must not only meet specific standards of excellence, but their deans, faculty, and professional staff must make a commitment to ongoing continuous improvement to ensure that the institution will continue to deliver the highest quality of education."*

MCI Management Center Innsbruck is a privately organized university institution in Innsbruck, Austria, offering study programs leading to bachelor and master degrees as well as Executive master programs (MBA, MSc, LL.M.), Executive certificate programs, Management seminars, Customized programs and research.

Andreas Altmann, MCI Rector proudly comments: *"The AACSB accreditation is a decisive step for our school, strengthening the strategic pillars of academic quality, innovation, entrepreneurship and international outreach as well as our impact in the business world."*

Alumni news

hosco versus LinkedIn: The online reference for hospitality careers

Since 2011, hosco has grown exponentially and on the homepage of its website, a counter ticks up new members daily. So what is the secret behind hosco's overwhelming success? Glion Institute of Higher Education interview alumnus John Lohr, Director of Development at hosco, who goes some way to shed light on its innovative features.



First, to understand what hosco is and why it has been so successful, one must understand why it was created, and John was happy to give Glion the scoop!.

"At a basic level hosco was designed to improve recruitment processes for hospitality graduates, schools and employers. By being opened/non-specific, job boards or online networks including LinkedIn bring a lot of volume and a limited average quality...Today, hosco is the only global online network exclusive to top players in the hospitality industry."

Click [HERE](#) to read more of the John Lohr interview on hosco's success

Infinite Luxury appoints new Marketing Director

Infinite Luxury appoints new Marketing Director to define ultra-luxury at Kata Rocks. Michael Nurbatlian graduated from Glion in 2015 with an MBA in International Hospitality & Service Industries Management, with a specialization in Marketing & Innovation. He was most recently at Mandarin Oriental Bangkok as Director of Digital Marketing, with previous experience including luxury properties such as InterContinental Hotels & Resorts.



Tash Tobias appointed Regional General Manager Singapore, Malaysia & Batam: InterContinental Hotel Group

BMIHMS graduate Tash Tobias has specialised in Revenue Management, Sales & Marketing on her journey to Regional General Manager. With 24 years of experience in the hospitality industry, Tash has worked in Australia, New Zealand, Vietnam and Singapore in a range of hotels and resort. Her career success has seen strong progression in senior roles within the InterContinental Group, from Hotel Manager of the Asiana, Saigon, General Manager of the InterContinental Singapore to her current position as Regional General Manager



Taylor's University Students Wins Top Prize At Hilton Malaysia Hospitality Talent Cup

A cocktail creation named "La Vie en Rose" by Jeslyn Tan Jia Yee, a Bachelor of IHM student at School of Hospitality, Tourism & Culinary Arts, paved the way for her to winning The Bar Cup: Signature Cocktail Presentation at the Hilton Malaysia Hospitality Talent Cup competition organized by Hilton Kuala Lumpur on 9 May 2016.



Alexandre Beaulieu (middle)
Jeslyn Tan (L) and Kane Chua (R)

LPU's Les Jeunes Chefs claim Sinag Ng Maynila Award

Culinary students from the Lyceum of the Philippines University (Manila Campus) who have achieved a specified level of excellence formed the Les Jeunes Chefs. Les Jeunes Chefs activities are centered on the members' involvement in community, research and development, and in training themselves for various national and international competitions.



Les Jeunes Chefs Marc Chua Sy, Joel Tanjimenez, Noryel Taperla & Leroy Borrega receiving the trophy from Manila Mayor Joseph Estrada

At this year's 445th Foundation Anniversary of the City of Manila, the Les Jeunes Chefs claimed the top spot in the College Organizations Competition (Private Category), and romped off with the much coveted Sinag Ng Maynila Awarded to the most outstanding youth organization in the City that has made significant contributions to its community, through programs and projects promoting volunteerism, leadership and responsible citizenry. In the Lyceum of the Philippines (Manila Campus), Les Jeunes Chefs have also been selected as Best Student Organisation for the past two consecutive years.

Upcoming International Events

EuroCHRIE Conference 2016

In 2016, EuroCHRIE is to be proudly hosted by Budapest Metropolitan University of Applied Sciences from 26th – 28th October.



EuroCHRIE host yearly conferences focussing

on the latest research in hospitality and tourism, presented to hundreds of hospitality and tourism researchers from all over the world.



Contact Us

Article and event information contributions are most welcome, please email news@the-ice.org

For information on THE-ICE accreditation and membership, please email accreditation@the-ice.org

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