



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

# FAR EASTERN UNIVERSITY

## Institute of Tourism and Hotel Management

# Support Progressing through Accreditation



# Application Process



# Self-Reflective Instrument



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



THE-ICE Pre-Accreditation

Application Proforma



2015



Pre-Accreditation Application Proforma

Please complete and return the Application Proforma to THE-ICE via email: [accreditation@the-ice.org](mailto:accreditation@the-ice.org)

For any queries regarding the Application process or THE-ICE Membership Categories please contact us  
Email: [accreditation@the-ice.org](mailto:accreditation@the-ice.org)  
Mobile: +61-439-776 334

## Instructions

Please make your responses to the each of the criteria below brief but clear. However, in addition to the requested descriptions, you may wish to provide web links to more detailed descriptions, or to examples. Alternatively, you may wish to attach such information in Appendices.

## CRITERIA

### 1. Status of Institution

*Rationale:* To ensure that the institution is recognised as a legally constituted and reputable educational provider in the country / jurisdiction(s) in which it is located

The institution must be a reputable vocational education (VET) or a higher education provider (HEI) duly registered/incorporated with the relevant authority and/or education board in its State, territory or country to provide accredited academic programmes in the Tourism, Hospitality, Events and/or Culinary Arts Management (TH&E) field at the approved level.

An institution offering high education programmes should provide a reflective summary about how it adheres to the standards for one of the following categories (please refer to THE-ICE Standards of Excellence, ADDENDUM - Definition):

- University
- University of Applied Sciences
- University College
- School, College or Academy of Specialisation

- 1.1 Name of host institution: FAR EASTERN UNIVERSITY (FEU)
- 1.2 Name of School / Department / Teaching Unit offering Tourism, Hospitality & Event Management (TH&E) programmes eg. Department of Hospitality and Tourism, School of Business  
INSTITUTE OF TOURISM AND HOTEL MANAGEMENT (ITHM)
- 1.3 Name and contact details of Head of School / Authorised Officer or Liaison of the Institution  
Name: DR. MYRNA P. CLAVITO and DR. MELINDA D. TORRES  
Position: VP FOR ACADEMIC DEVELOPMENT, DEAN OF ITHM  
Address: ITHM Office, Arts Building, Far Eastern University, Nicanor Reyes Street, San Roque, MANILA, P.O. BOX 609, PHILIPPINES 1015  
Email: mqclavito@feu.edu.ph; mtorres@feu.edu.ph  
Tel: +63275249949; +6327355621 loc 354; Mobile: 0917-8201880  
Skype: NONE Web: www.feu.edu.ph
- 1.4 Legal entity of the Institution / Business registration number: BJN-117-00-2004-0018741

the-ice@accreditation.org

CONFIDENTIAL IN CONFIDENCE

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## CRITERIA

### 1. Status of Institution

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### 2. Governance and Administration

*Rationale: To ensure that within an institution offering multiple disciplines, the TH&E courses operate within a clearly identifiable unit (eg. School / Department or Teaching Unit of TH&E) and have a definable level of autonomy and control over the courses and curriculum offered.*

2.1 Please identify with the aid of an organisational structure chart the School / Department / Teaching Unit offering the programmes in TH&E within the overall institutional / corporate and governing structure.

### 3. Vision, Mission and Objectives

*Rationale: To provide THE-ICE with an understanding on the overall vision and mission of the institution and/or School / Department or Teaching Unit offering TH&E programmes*

The institution is to provide/describe its:

- Philosophy
- Purposes and major goals
- Knowledge bases/disciplines and conceptual frameworks
- Organisational leadership and its place within the institution's structure

#### 4. Courses / Programmes, Curriculum and Graduate Outcomes / Attributes

*Rationale: All courses that lead to an award pertaining to TH&E should be identified. Programmes should have sufficient TH&E course content contained within the programme structure. Any jointly delivery, offshore or fully online programmes must be demonstrated to have comparable objectives, learning experiences and graduate outcomes to their home institution equivalents.*

##### **Courses / Programmes**

4. Please list all vocational education & training, undergraduate, postgraduate coursework and research award programmes that are available to domestic and international students in the areas of Tourism, Hospitality and Event (TH&E). Including appropriate degrees (e.g. Business or Commerce) with a major in Tourism, Hospitality or Event. For every one of the listed programme identify the percentage of the programme structure that are in TH&E:

#### 5. Approaches to Teaching and Learning

*Rationale: THE-ICE recognises that institutions may use a variety of modes to achieve course delivery, approaches to teaching and learning and the measurement of learning outcomes.*

- 5.1 Please identify the teaching and learning approaches adopted within the TH&E programmes offered:

#### 6. Planning, Programme Review and Quality Assurance Mechanisms

*Rationale: The institution must provide evidence of the quality assurance mechanisms in place within the institution and its TH&E programmes.*

- 6.1 Please identify the philosophy, approach, policy, process/procedure and frequency of the host institution or the TH&E School/Department or Teaching unit on review process for quality assurance of curriculum, teaching and study material for every one of the TH&E programmes

#### 7. Level of Internationalisation

*Rationale: The host institution should demonstrate its commitment to internationalisation.*

- 7.1 Please briefly describe the policy towards internationalisation within the institution and within the School / Department / Teaching Unit element offering TH&E programmes. Describe how this policy is interpreted in TH&E Education and in the curriculum.

## 8. Physical Resources and Facilities

*Rationale: A high quality programme depends on provision of essential educational facilities.*

*Note: The institution must provide an adequate range of educational facilities to students. The facilities below should be provided at no additional charge to the basic programme fee.*

### Teaching Facilities

## 9. Student Support Services

*Rationale: Student learning experience, and learning outcomes, can be greatly influenced by the academic support services available to them. A high quality programme specifically for domestic and international students must be provided, supported by a range of activities such as:*

- *Help with enrolment*
- *Advice and support on accommodation*
- *Effective orientation procedures*
- *Advice and support regarding academic progress and academic difficulties*

## 10. Industry Advisory Board

*Rationale: One of the major aims of TH&E programmes is to produce graduates who can contribute to the TH&E industry. Engagement of the industry in curriculum development, programme delivery is highly desirable.*

10.1 Do you have a formal Industry Advisory Board  Yes  No

10.2 If 'No', please explain \_\_\_\_\_

## 11. Staffing Resources

*Rationale: The quality of a programme depends to an extent on the number, qualifications, academic scholarship and experience of the teaching staff. To ensure excellence, there must be an identifiable group of staff teaching the TH&E programmes. These staff may constitute a department or similar organisational unit, or they may form part of a larger unit (e.g., a Business School or Faculty).*

## 12. Financial Resources

*Rationale: Institutions, Schools/Departments or Teaching Units must be sufficiently resourced to support the educational objectives of the various programmes they are offering.*

- 12.1 Please identify your sources of funding:     Government funds                       Student funds
- 12.2 Please provide evidence that the institution has sufficient financial stability for provision of sustainable services to meet its obligations to the students enrolled in the TH&E programmes

## 13. Memberships, Partnerships, Community/Social Responsibility Engagement

*Rationale: Institutional memberships of professional associations or partnerships with major TH&E companies are indications of engagement with the wider TH&E community and with the networking opportunities, which that affords. Institutions must be able to identify that there are actively involved in this area.*

The Institution is to provide evidence of membership with academic association, professional association and/or significant partnerships with major TH&E operators such as airlines, hotel chains, travel agents, catering companies, tour operators nationally and internationally.

## 14. Areas of Excellence

*Rationale: Institutions must be able to demonstrate excellence through external recognition of exceptional achievements in the range of academic research; in staff and student achievements; and in demonstrated industry leadership, across the spectrum of TH&E educational activities. Recognition by international bodies is particularly desirable.*

Institutions are to provide evidence of excellence or exceptional achievements in the TH&E field. Recognition by international bodies is of particular interest. Such evidence may take include the following (but is not limited to them):

# Pre-Accreditation Preparation Stage





# Site Audit Stage



**FAR EASTERN UNIVERSITY**  
MANILA, PHILIPPINES

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## FEU ITHM makes THE-ICE International Accreditation

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# In Summary...

- There is a constant communication and coordination from start of inquiry to final accreditation;
- Ms. Pauline is very helpful, patient and detailed in assisting us and clarifying areas. Mam Tina also helped us in some areas when we need clarifications;
- There is full support from THE ICE through Mam Pauline and Dr. Thomas Bauer the accreditor;
- FEU felt the sincerity to help us improve our system and procedures;
- There is proper and close coordination, from preparations of documents, flight details up to accreditation proper;
- The Application Proforma and evidence preparations are geared towards to a better FEU-ITHM.



**THANK YOU!**

