



Pontifical and Royal

UNIVERSITY OF SANTO TOMAS

The Catholic University of the Philippines

College of Tourism and Hospitality Management



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



THE-ICE International Accreditation for a Global Market

**Benefits of THE-ICE Membership –
An Institution Perspective:**

THE-ICE Accreditation Application Process

Assoc. Prof. Amy Mia R. Turaray, LPT, CHE, CGSP
February 20, 2018

The Bayleaf Intramusos Hotel

Outline

- ▶ **Application Procedure for Accreditation and Membership of THE-ICE**
 - **Overview**
 - **Two – Stage Accreditation Process**
 - **Stage I: Pre-accreditation Assessment – to become an ‘Associate of THE-ICE’**
 - **Stage II: Full Accreditation Assessment – to become an ‘Accredited Full Member of THE-ICE’**
- ▶ **UST Experience**
 - **Pre-accreditation Fast Track**



An Overview of THE-ICE Accreditation Process



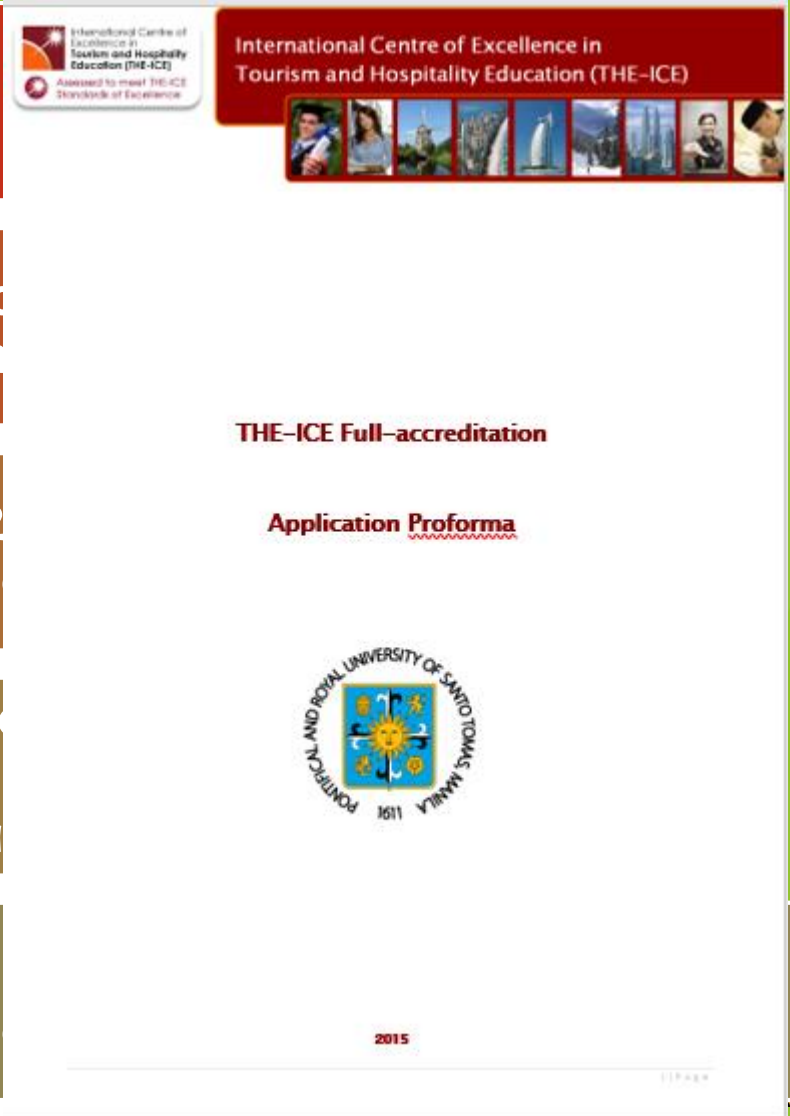
Request for an Application Proforma

Complete Pre-accreditation application formalities and undergo assessment

Successful completion of Step 2 institution to become an Associate

Associate members may complete Accreditation application undergo more extensive assessment

Successful completion institution to become



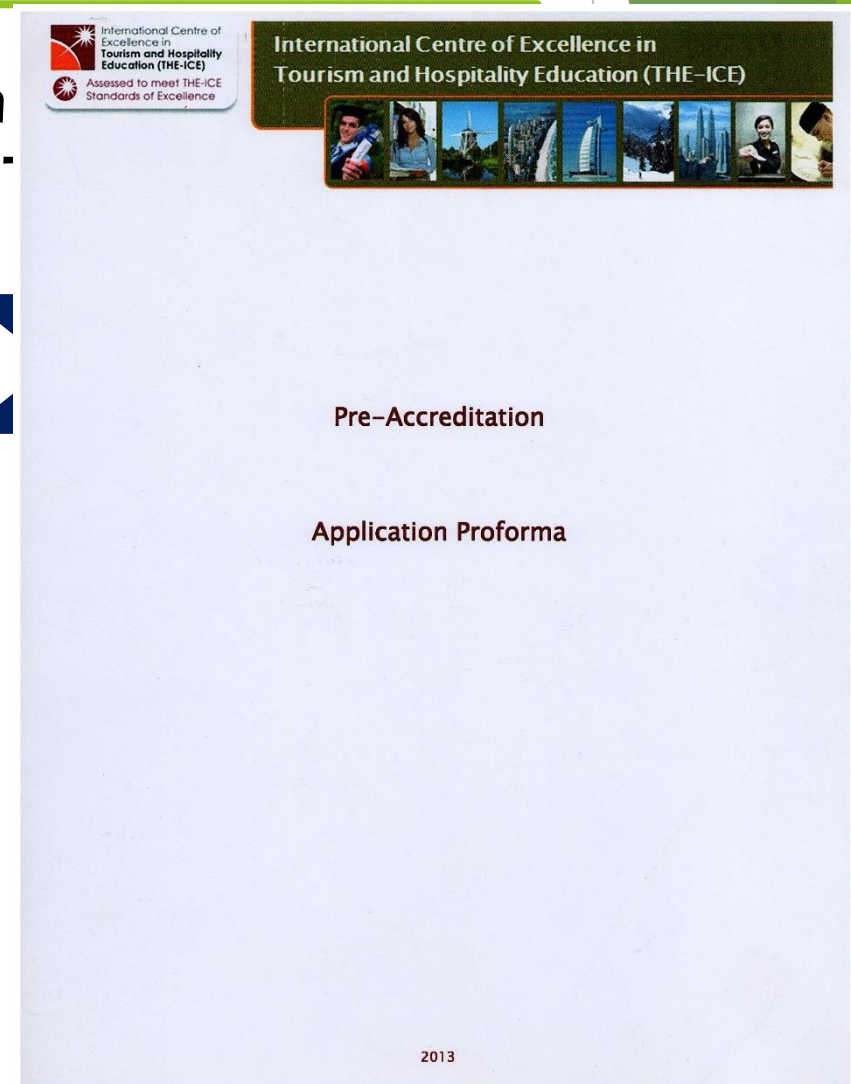
An Overview of THE-ICE Accreditation Process

- **Stage I: Pre-accreditation become an 'Associate of'**

Self-Review

Evaluation

- The auditor or the Chair of the independent THE-ICE Assessment Panel will tender a recommendation to THE-ICE Board



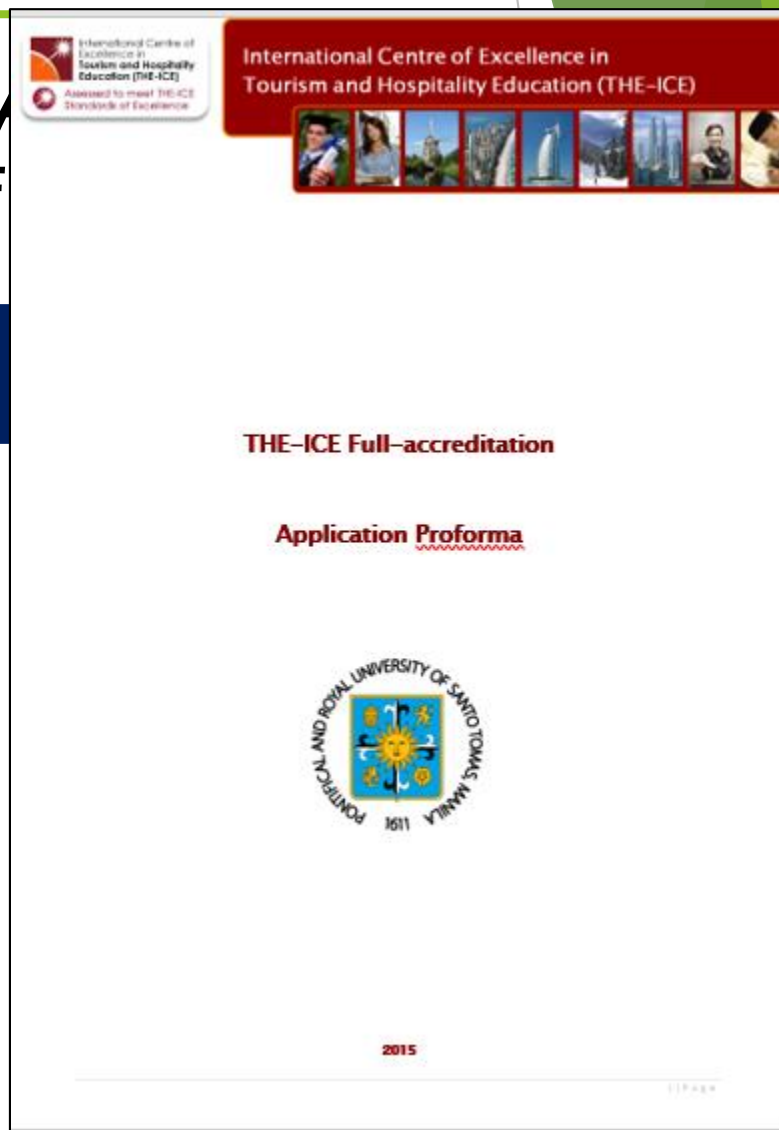
An Overview of THE-ICE Accreditation Process

- Stage II: Full Accreditation to become an 'Accredited F THE-ICE'

Self-Review

Evaluation

- The auditor or the Chair of the independent THE-ICE Assessment Panel will tender a recommendation to THE-ICE Board
- A Full Site Audit Report



The image shows the cover of a form titled "International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) Application Proforma". The form is for "THE-ICE Full-accreditation". It features the THE-ICE logo at the top left, which includes the text "International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)" and "Assessed to meet THE-ICE Standards of Excellence". Below the logo is a row of small images showing various tourism and hospitality scenes. The Pontifical and Royal University of Santo Tomas Manila 1861 logo is at the bottom center. The year "2015" is printed at the bottom right. The form is labeled "11 Page" at the bottom right.

UST Experience

- **Pre-accreditation Fast Track**



The General Manager will notify the institution of the pre-qualifying process outcome immediately. whether qualified to fast-track or not to the Chair of THE-ICE Board and Chair of THE-ICE Assessment Panel for consideration and approval.



UST Experience

- **Stage II: Full Accreditation** to become an 'Accredited F THE-ICE'

Self-Review

Evaluation

- The auditor or the Chair of the independent THE-ICE Assessment Panel will tender a recommendation to THE-ICE Board
- A Full Site Audit Report



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



March 2016

UST Experience



THE-ICE Full Accredited



University of Santo

Executive Summary

The University of Santo Tomas (UST), the oldest existing private university in the world in a single campus, was originally founded as a College of the Most Holy Rosary of the Order of the Preachers. In January 1901, it became an education institution in the Philippines under Act 1459. Today, it is UST has fourteen (14) autonomous colleges/faculties and is offering nine (9) Master and PhD degrees in the Graduate School.

The College of Tourism and Hospitality Management (CTHM), one of the colleges in the Philippines, is managed by UST's Vice Rector Acad. Dean (Asst. Prof. Maria Cecilia A. Tio Gazon) as the Chief Administrator. The CTHM is directly responsible for the management of the two programs: the Bachelor of Science in Hotel and Restaurant Management and the Bachelor of Science in Travel Management.

At the request of CTHM, a Pre-accreditation fast track interview was held on Friday, 11-Dec-2015. The interview panel, composed of independent THE-ICE Assessment Panel, on Friday, 11-Dec-2015, and evidence CTHM provided in addressing the nine (9) key risk areas. The CTHM was granted a waiver for the Pre-accreditation stage, and 15-Dec-2015. The recommendation was subsequently endorsed by the THE-ICE Board and Prof. Brian King, Chair of THE-ICE Assessment Panel.

The Full Accreditation Application Proforma was assessed in early 2016 by the designated Auditors, Dr. Rajka Presbury and Dr. Andy Nazarech. The application was recommended for accreditation from THE-ICE for the following College of Tourism and Hospitality Management:

1. Bachelor of Science in Hotel and Restaurant Management /
2. Bachelor of Science in Travel Management

Institution Overview

The University of Santo Tomas (UST), the oldest existing private university in the world in a single campus, was originally founded as a College of the Most Holy Rosary of the Order of the Preachers. In January 1901, it became an education institution in the Philippines under Act 1459.

To-day, UST is registered with the Commission on Higher Education (CHED) as a Center of Excellence (COE) in the field of Hospitality Management. CHED has recognized UST to have the highest number of accredited program colleges and universities' Commission on Accreditation (PACUCOA).

In the Academic Year 2014-2015, UST is an institution with over 100,000 students and is offering fifty-two (52) under and graduate degrees in the Graduate School.

Full Accreditation Application Executive Summary - UST



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

Full Membership

This is to certify that

University of Santo Tomas
The Philippines

is an approved Full Member of THE-ICE (2016 – June 2018)

ACCREDITED MEMBER



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



Accredited to meet THE-ICE Standards of Excellence

Dated 18th January 2018

Authorised by:

Prof (FH) Eva Werner
Chair
THE-ICE Board of Directors

Pauline Tang
CEO
THE-ICE

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Page 2



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



UST Experience



➤ Membership Entitlements

- Recognizing excellence in TH&E education programmes
- Accreditation support – involvement in various strategic activities such as hosting and participation in TH&E education forums and workshop, participation in ISBSB Student Satisfaction Survey, promotion through THE-ICE website
- Inclusion in THE-ICE international branding activities



Membership Entitlements	Accreditation PLUS	Accreditation
Use of THE-ICE Associate logo	–	–
Use of THE-ICE Accreditation logo	✓	✓
Feature in THE-ICE website www.the-ice.org	Please refer to Website Entitlement	
Receive copies of and profiling opportunity in THE-ICE e-Newsletters: iStudents & eBulletin	✓	✓
Participation in THE-ICE International Student Barometer Survey, ISB-SB survey (mandatory)	✓	✓
Receipt of THE-ICE ISB-SB survey Topline Report	✓	✓
Receipt of THE-ICE ISB-SB survey Director's Cut Report	✓	–
Concession for advertising placement with TH&E specific websites	✓	✓
Participation in THE-ICE International Panel of Experts Forum and best practice/benchmarking series	✓	✓
Concession for advertising placement with TH&E specific websites	✓	✓
Participation in THE-ICE International Panel of Experts Forum and best practice/benchmarking series	✓	✓
Concession for registration in THE-ICE International Panel of Experts Forum and best practice/ benchmarking series	✓	✓
Full profiling of research capabilities in THE-ICE's online 'Find THE Supervisor'	✓	–
Limited profiling of research capabilities in THE-ICE's online 'Find THE Supervisor'	–	✓
Inclusion in THE-ICE international branding activities	✓	✓
Assistance in the promotion of institution-specific Scholarship/s	✓	Optional
International marketing activities including scholars /students referral*	✓	✓

UST Experience

➤ Accreditation Benefits to UST

- Has provided sound basis for continuous improvement of the programs and the institution
- For prospective students, it becomes an important factor in student enrollment decision.
- For our present students, it reaffirms our commitment to excellence and effective student services, helps them satisfying entry requirements and gain vantage points (employment or other programs)



UST Experience

➤ Accreditation Benefits to UST

- Helps sustain national and international recognition
- Helps in securing funding for research and other academic endeavors
- Aids in the employment of our graduates



UST Experience

➤ Accreditation Benefits to UST

- Boosts the stature of our College, the University in national and international realm
- Has contributed to the improvement in Internationalization Category (Specialist Criteria: Hospitality and Leisure Management) of QS Ranking





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Education (THE-ICE)**

Full Membership

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Thank you!

