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

Accredited to meet THE-ICE Standards of Excellence

THE-ICE Benchmarking Roundtable Series IX

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THE-ICE ISB-SB

- One of THE-ICE value-propositions exclusively for members since 2005 in partnership with i-graduate - mandatory
- Core questionnaire covering arrival, learning, living, support, recommendation, application and choice of institution
- Students invited to feedback from March/April to June each year, report – Sep/Oct
- Benchmarking against:
  - Global Index students responded from substantial number of institutions (see example - ***Appendix***)
  - Institution-specific results compared against THE-ICE Global Index (since 2010)
- Provide invaluable international benchmarking information/data for reflection & future planning

- Satisfaction averages are based on a 4 point scale
- Satisfaction % are based on: very satisfied / satisfied etc
- Recommendation averages are based on a 5 point scale
- Recommendation % are based on: actively encourage / would encourage if asked etc
- Columns are only displayed for 15 or more responses

- Individual elements with 0 (zero) responses show NA
- Elements with <15 responses show NSV (no significant value)
- Labels are shortened and standardised, and are not the exact terminology used in the questionnaire
- Derived importance based on correlation with recommendation score
- **Postgraduate students only
- *% appears where value is <0.5%

Findings

ISB–SB Findings (sample slides)

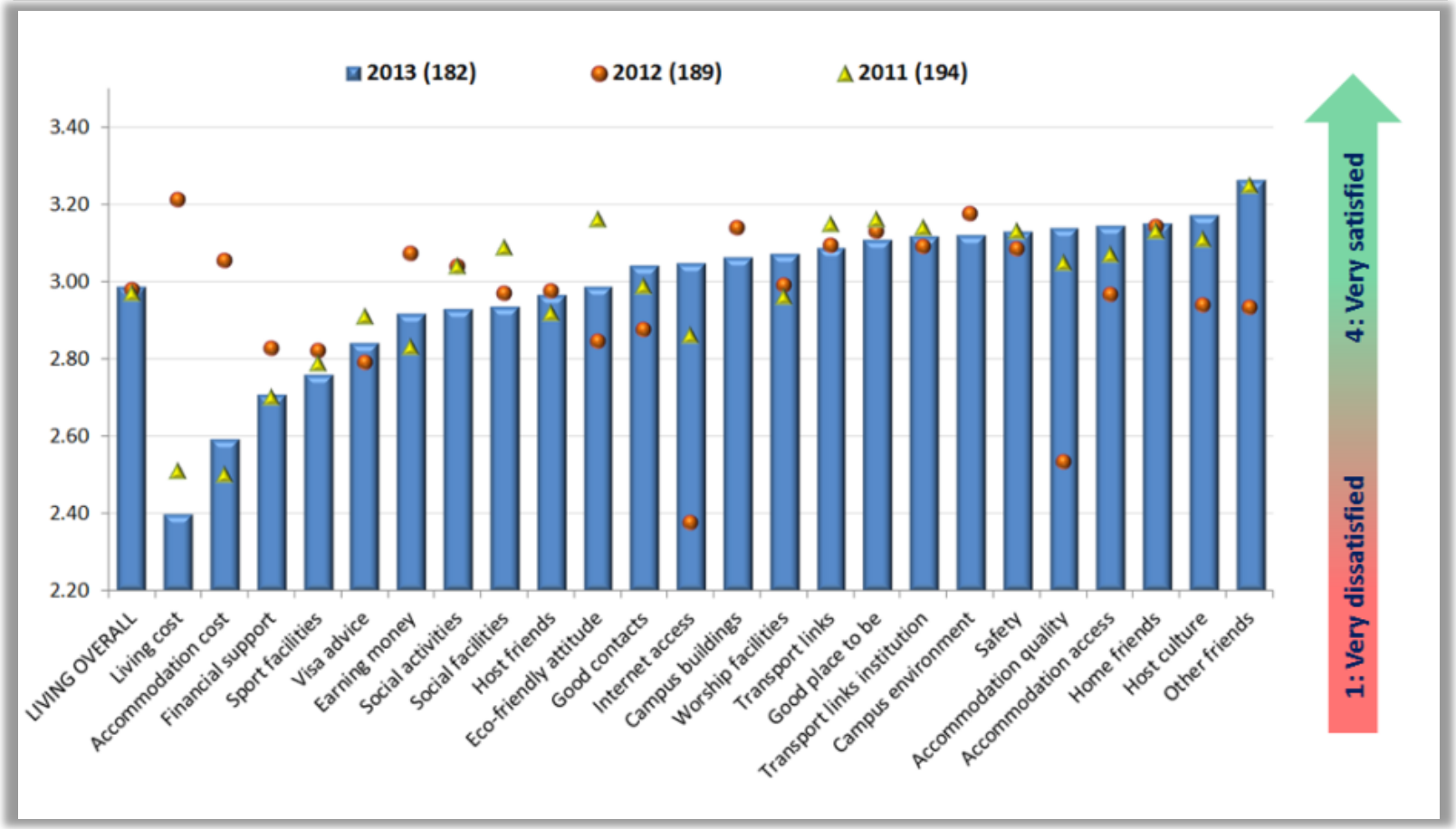
Benchmarking with fellow member institutions

Australian										THE-ICE	ISB - LEARNING Satisfaction	Average Satisfaction		International							
5	7	8	9	10	11	12	15	16	21	Importance	Learning elements	Global ISB	THE-ICE	1	2	3	4	6	14	17	18	19	20
2.93	2.84	3.10	3.06	2.90	2.86	3.00	3.15	2.84	3.25		LEARNING OVERALL	3.01	2.96	3.04	2.89	2.86	2.96	3.18	2.81	2.73	3.19	3.16	3.31
3.35	3.21	3.38	3.23	3.36	3.41	3.33	3.24	3.57	3.05	21%	Academics' English	3.27	3.19	3.29	3.13	3.05	3.03	3.28	2.68	2.93	3.33	3.41	3.42
3.03	3.01	3.04	3.06	3.23	3.05	3.23	3.07	3.00	3.16	23%	Marking criteria	3.00	2.95	3.15	2.94	2.69	2.91	3.24	2.77	2.29	3.13	3.09	2.82
2.94	3.02	3.08	3.04	3.00	3.14	3.14	3.12	3.04	3.15	27%	Assessment	3.08	2.95	3.03	2.96	2.67	3.01	3.14	2.90	2.64	3.25	3.07	2.95
2.76	2.85	3.01	3.13	2.88	3.10	2.79	3.07	3.41	3.00	36%	Careers advice	2.80	2.88	3.10	2.82	2.60	2.99	3.27	2.50	2.64	3.23	3.13	3.00
3.08	2.92	3.13	3.14	2.94	3.19	3.07	3.07	3.04	3.00	40%	Course content	3.14	3.06	3.09	3.04	3.00	3.04	3.38	3.00	2.57	3.25	3.26	3.36
3.08	3.15	3.15	3.09	3.00	3.27	3.27	2.94	3.43	3.08	21%	Class size	3.08	3.17	3.28	N/A	N/A	2.86	3.28	3.48	2.86	3.44	3.36	3.68
3.10	3.03	3.09	3.22	3.23	3.18	2.94	3.18	3.25	3.21	32%	Expert lecturers	3.26	3.08	3.22	3.10	2.85	2.92	3.38	2.94	2.93	3.44	3.37	3.48
2.84	2.98	3.13	3.09	2.71	3.00	2.86	3.13	3.25	3.00	37%	Employability	2.90	3.00	3.22	2.96	2.85	3.03	3.45	2.68	2.69	3.13	3.21	3.36
2.99	2.96	3.06	3.23	3.10	3.18	3.00	3.17	3.17	3.10	36%	Good teachers	3.12	3.00	3.20	3.02	2.71	3.04	3.36	2.81	2.64	3.13	3.31	3.28
3.00	2.89	NSV	3.08	3.14	NSV	N/A	3.00	NSV	2.91	37%	Topic selection	3.14	3.01	3.08	N/A	NSV	3.00	N/A	N/A	N/A	N/A	NSV	NSV
3.26	2.92	3.22	3.05	3.43	3.27	3.06	2.90	3.33	3.11	22%	Online library	3.24	3.09	3.26	3.02	3.03	2.90	3.18	3.07	2.93	N/A	3.40	3.15
3.13	3.08	3.09	2.89	3.45	2.95	2.87	2.77	2.25	3.00	27%	Physical library	3.20	3.05	3.44	3.16	2.92	2.96	3.42	2.32	2.85	3.25	3.38	3.29
3.26	3.08	3.15	3.11	3.22	3.30	3.20	3.22	3.43	3.16	27%	Learning support	3.15	3.12	3.16	3.02	3.03	3.09	3.22	3.10	2.86	3.23	3.19	3.17
3.02	3.07	3.16	3.08	3.10	3.05	2.87	3.06	3.21	3.15	29%	Learning spaces	3.16	3.13	3.37	2.98	3.12	3.00	3.25	3.00	3.00	3.63	3.47	3.60
2.96	3.02	3.29	2.95	3.25	3.07	N/A	2.98	3.17	3.17	27%	Laboratories	3.18	3.09	3.30	3.09	3.02	2.90	3.14	N/A	N/A	N/A	3.52	NSV
3.17	3.13	3.31	3.12	3.05	3.35	3.00	3.18	3.14	3.10	25%	Language support	3.13	3.15	3.22	3.13	3.10	2.99	3.29	2.91	2.93	3.67	3.44	3.21
3.12	3.26	3.35	3.14	2.96	2.86	3.33	3.13	3.21	2.90	21%	Multicultural	3.21	3.21	3.29	3.18	3.20	3.10	3.34	3.13	3.17	3.50	3.49	3.29
3.10	2.78	2.93	3.06	3.09	3.00	2.73	3.00	3.17	2.92	39%	Course organisation	3.03	2.87	3.08	2.95	2.56	2.97	3.33	2.56	2.93	3.06	3.09	3.30
2.97	2.99	3.03	3.08	3.23	2.95	3.07	3.04	3.25	2.95	26%	Performance feedback	3.02	2.91	3.08	2.93	2.60	2.96	3.20	2.66	2.54	3.00	2.98	2.75
2.87	2.97	3.07	3.19	3.02	3.14	2.82	3.00	3.00	2.83	39%	Quality lectures	3.08	2.94	3.18	3.01	2.60	3.08	3.37	2.66	2.71	3.13	3.31	3.50
3.06	2.95	3.11	3.07	3.07	3.10	3.07	3.00	3.08	3.10	27%	Research	3.09	3.02	3.20	2.94	2.96	2.99	3.08	2.72	2.67	3.20	3.21	3.18
3.11	2.90	3.00	3.00	3.30	3.52	3.06	2.58	3.21	3.00	25%	Technology	3.17	2.97	3.21	3.04	2.81	2.99	3.14	2.81	3.00	3.31	3.03	3.13
3.19	2.92	3.10	3.01	3.42	3.36	2.94	2.85	3.25	2.89	28%	Virtual learning	3.15	3.04	3.25	3.01	3.00	2.88	3.26	2.97	2.83	3.18	3.12	2.68
2.75	2.84	3.17	3.21	2.59	3.00	2.71	3.08	3.35	2.75	24%	Work experience	2.75	2.97	3.14	2.96	2.96	3.00	3.08	2.53	2.50	3.27	3.16	2.84

Benchmarking – institution specific findings

THE-ICE Importance	ISB - Learning Elements	Average Satisfied			ABC Global ISB	ABC THE-ICE
		ABC	Global ISB	THE-ICE (1,707)		
	LEARNING OVERALL (xx)	3.16	3.01	2.96	4%	5%
29%	LEARNING AVERAGE	3.26	3.10	3.04	4%	5%
	ACADEMIC					
32%	Expert lecturers	3.37	3.26	3.08	3%	7%
40%	Course content	3.26	3.14	3.06	3%	5%
36%	Good teachers	3.31	3.12	3.00	5%	8%
27%	Assessment	3.07	3.08	2.95	0%	3%
27%	Learning support	3.19	3.15	3.12	1%	2%
22%	Online library	3.40	3.24	3.09	4%	8%
27%	Physical library	3.38	3.20	3.05	4%	8%
26%	Performance feedback	2.98	3.02	2.91	-1%	2%
25%	Technology	3.03	3.17	2.97	-4%	1%
27%	Research	3.21	3.09	3.02	3%	5%
29%	Learning spaces	3.47	3.16	3.13	8%	9%
27%	Laboratories	3.52	3.18	3.09	9%	11%
23%	Marking criteria	3.09	3.00	2.95	2%	3%
21%	Class size	3.36	3.08	3.17	7%	5%
39%	Course organisation	3.09	3.03	2.87	2%	5%
39%	Quality lectures	3.31	3.08	2.94	6%	9%
28%	Virtual learning	3.12	3.15	3.04	-1%	2%
21%	Multicultural	3.49	3.21	3.21	7%	7%
37%	Topic selection**	NSV	3.14	3.01	N/A	N/A

Benchmarking - wave on wave comparison



Appendix

About i-graduate

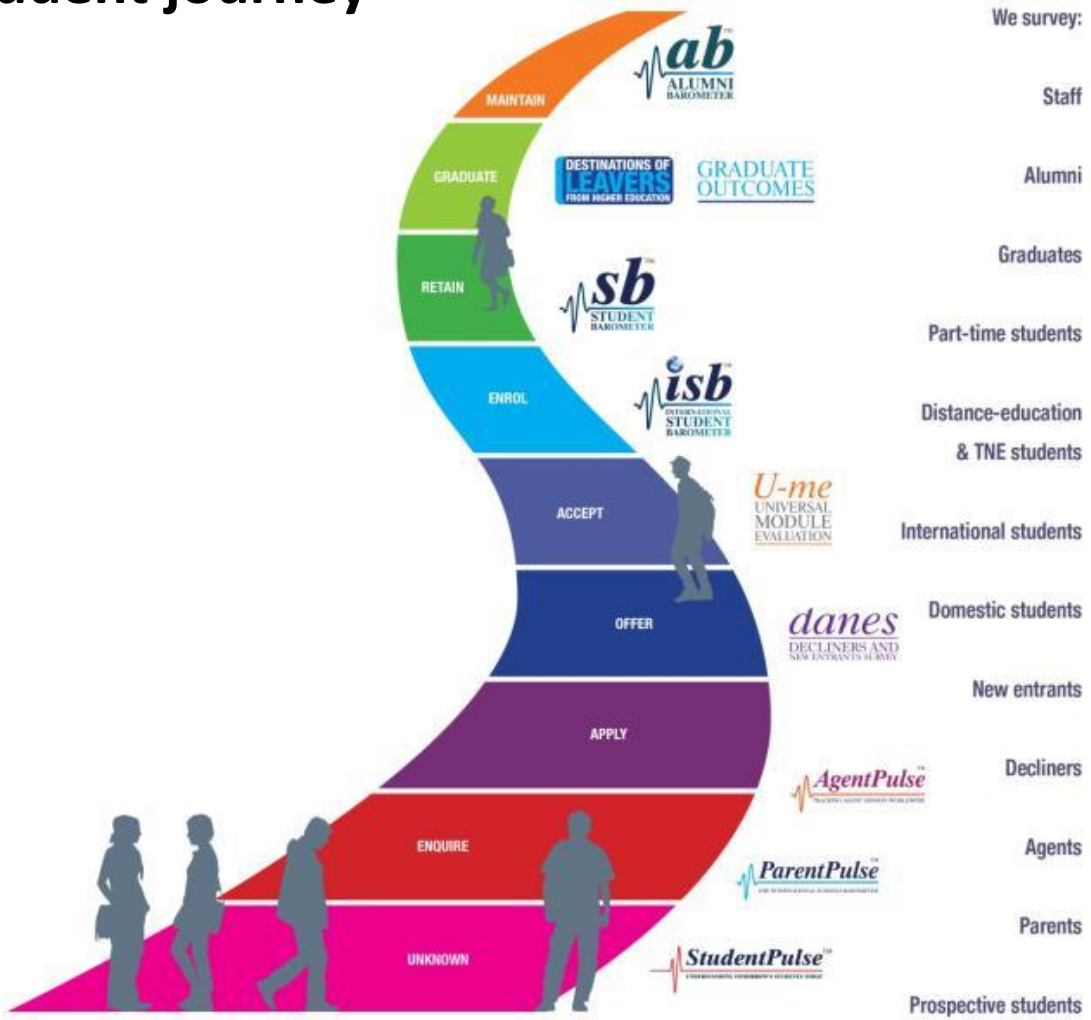
- The International Graduate Insight Group (i-graduate) is an independent benchmarking and research service, delivering comparative insights for the education sector worldwide: *your finger on the pulse of student and stakeholder opinion*
- The Student Barometer is the largest annual study of students in the world, with feedback from over 2 million respondents
- Used throughout the sector to target resourcing and investment in improving services, teaching and support for students
- i-graduate surveys implemented by 1,400 education institutions worldwide
- Running in 28 countries across 5 continents

i-graduate
INTERNATIONAL INSIGHT
part of the Tribal Group plc

Understand the entire student journey

with i-graduate

ESTABLISHED IN
2005
IN OVER
1400
INSTITUTIONS
ACROSS
28
COUNTRIES
FEEDBACK FROM
2 MILLION
STUDENTS



i-graduate's i-mark

- Available to HE institutions worldwide taking part in the ISB or SB
- Instant and easy recognition of an institution's dedication to the student experience
- Use on website and promotional literature

"We are using the i-mark on our admission webpages to show potential students that we use the ISB for program quality management and service development."

ISB University Partner

Global ISB (152,464), Global SB (113,909), Global ISB-SB (266,373)			
Aberyswyth University	Chinese University of Hong Kong	George Brown College	Karolinska Institute
Algonquin College	College of New Calendonia	Georgian College	KDU University College
Anglia Ruskin University	College of the Rockies	Glasgow Caledonian University	La Trobe University
Arizona State University	Colorado State University	Gonzaga University	Lancaster University
Asia Pacific University of Technology & Innovation (APU)	Coventry University	Griffith University	Lane Community College
Aston University	CQUniversity Australia	Heinrich Heine Universität Düsseldorf	Lappeenranta University of Technology
Australian Catholic University	Curtin University	HELP University	Leeds Metropolitan University
Australian School of Management	Deakin University	Heriot-Watt University - Dubai	Leiden University
Blue Mountains International Hotel Management School	DePaul University	HU University of Applied Sciences	Linköping University
Bond University	Durham College	Humber Institute of Technology and Advanced Learning	Liverpool John Moores University
Bransenburgische Technische Universitäte Cottbus -Senftenberg	Dusit Thani College	IMC University of Applied Sciences, Krems	London South Bank University
Brunel University	Edith Cowan University	International Medical University Malaysia	Lund University
Cardiff Metropolitan University	Erasmus University Rotterdam	Iowa State University	Lyceum of the Philippines University
Centennial College	Fanshawe College	James Cook University	Macquarie University
César Ritz Colleges Switzerland	Flinders University	James Cook University (Singapore)	Manchester Metropolitan University
Chalmers University of Technology	Free University of Bozen, Bolzano	Johnson & Wales University	MCI Management Center Innsbruck
Charles Darwin University	Fresno State	Jönköping University	Miami University

Global ISB (152,464), Global SB (113,909), Global ISB-SB (266,373)			
Monash University, Malaysia	Seneca College of Applied Arts and Technology	The Royal Veterinary College	Universität Tübingen
Murdoch University	Sheffield Hallam University	The University of Adelaide	Université Laval
Newcastle University	Sheridan College	The University of Adelaide (Singapore)	Universiti Teknologi PETONAS
Northumbria University	Simon Fraser University	The University of Edinburgh	University College Birmingham
Northwestern University	Southern Cross University	University of Manchester	University College Dublin
Nova Scotia Community College	Stenden University of Applied Sciences	The University of Queensland	University College London
Plymouth University	Stockholm University	The University of Sheffield	University for the Creative Arts
Queen Margaret University	Swinburne University of Technology (Sarawak Campus)	The University of Sydney	University of Alberta
Queen Mary University of London	Taylor's College	The University of the South Pacific	University of Bedfordshire
Queensland University of Technology	Taylor's University, Lakeside Campus	The University of Western Australia	University of Birmingham
Radboud University Nijmegen	Teesside University	The Vocational Training Council	University of Bristol
Republic Polytechnic	The Australian National University	Tilburg University	University of California, Sant Cruz
RMIT University	The Emirates Academy of Hospitality Management	Trinity College Dublin	University of Canberra
Robert Gordon University	The George Washington University	UCSI University	University of Central Lancashire
Royal Holloway, University of London	The Hong Kong Polytechnic University	Umeå University	University of Central Missouri
Ruhr-Universität Bochum	The Hong Kong University of Science and Technology	Universita Cattolica del Sacro Cuore	University of Chichester
Saxion University of Applied Sciences	The Hotel School Sydney	Universität Konstanz	University of Cincinnati

Global ISB (152,464), Global SB (113,909), Global ISB-SB (266,373)		
University of Colorado Denver	University of Oxford	University of Waikato
University of Dundee	University of Pittsburgh	University of Warwick
University of East London	University of Reading	University of Waterloo
University of Exeter	University of Roehampton	University of Western Sydney
University of Glasgow	University of South Australia	University of Wisconsin-Milwaukee
University of Gloucestershire	University of Southern Queensland	University of Wollongong
University of Groningen	University of St Andrews	University of York
University of Guelph	University of Strathclyde	Uppsala University
University of Illinois, Urbana-Champaign	University of Surrey	Utah State University
University of Melbourne	University of Tasmania	Valencia University
University of Minnesota	University of Technology, Sydney	Victoria University
University of Missouri	University of Fraser Valley	VU University Amsterdam
University of Nebraska–Lincoln	University of the Sunshine Coast	Western Michigan University
University of New Mexico	University of the West of England, Bristol	William Angliss Institute
University of Newcastle	University of Twente	William Blue College of Hospitality Management
University of Nottingham	University of Ulster	

Questionnaire

Not a full list of questions

Background
- *Accommodation*
- *Funding and scholarships*
- *Level of study*
- *Area of study*
- *School/Faculty/Department*
- *Year of study*

Pre-Arrival
- *Choice of destination*
- *Key influences*
- *Application process*
- *Visa Satisfaction*
- *Agents*

Arrival Experience
- *Overall Satisfaction*
- *Rating of experience*

Learning Experience
- *Overall Satisfaction*
- *Satisfaction with learning elements*

Living Experience
- *Overall Satisfaction*
- *Satisfaction with living elements*

Support Experience
- *Overall Satisfaction*
- *Relevance of services*
- *Satisfaction with services used*

Recommendation & Reflections
- *Recommendation to others*

Study Time
- *Weekly hours: studying and working*

Future Plans
- *Employment*
- *Study*

Terminology in Questionnaire	Terminology in Report
Assistance to obtain health insurance	Health insurance
Welcome/pickup at airport, railway, coach station	Welcome/ pick-up
Academic registration	Registration
First night - getting to where I would stay	First night
Formal welcome at the institution	Formal welcome
Internet access at my accommodation	Internet access
Institution orientation	Institution orientation
Orientation (finding my way around the local area)	Local orientation
Institution accounts/ finance department	Finance office
Setting up a bank account	Bank account
Accommodation office	Accommodation office
Condition of accommodation on arrival	Accommodation condition
The social activities	Social activities
Making friends from my home country *(International students only)*	Home friends
Making friends from this country	Host friends
Making friends from other countries	Other friends
Meeting academic staff	Meeting staff
Understanding how my course of study would work	Study sense

Terminology in Questionnaire	Terminology in Report
The quality of lectures *(Undergraduate & Masters students only)*	Quality lecturers
The subject area expertise of lecturers/ supervisors	Expert lecturers
The teaching ability of lecturers/ supervisors	Good teachers
The academic content of my program/ studies	Course content
The organisation and smooth running of the course *(Undergraduate & Masters students only)*	Course organisation
The level of research activity	Research
Academic staff whose English I can understand	Academics' English
Getting time from academic staff when I need it/ personal support with learning	Learning support
Feedback on coursework/ formal written submissions	Performance feedback
Explanation of making/ assessment criteria	Marking criteria
Fair and transparent assessment of my work	Assessment
Guidance in topic selection and refinement by my supervisor *(Masters & PhD students only)*	Topic selection
Confidence about managing a research project as a result of my experience so far *(PhD students only)*	Managing research
The quality of the lecture theatres and classrooms	Learning spaces
The quality of training facilities	Training facilities

The online library facilities	Online library
The physical library facilities	Physical library
The learning technology (PCs, networking, etc)	Technology
Virtual learning environment (Blackboard/ WebCT/ Weblearn)	Virtual learning
Advice and guidance on long-term job opportunities and careers from academic staff	Careers advice
Learning that will help me get a good job	Employability
Opportunities for work experience/ work placements as a part of my studies	Work experience
Studying with people from other cultures	Multicultural
Help to improve my English language skills	Language support
Opportunities to teach *(PhD students only)*	Opportunities to teach
The size of classes	Size of classes
Access to suitable accommodation	Accommodation access
The quality of accommodation	Accommodation quality
The cost of accommodation	Accommodation cost
The cost of living	Living cost
Feeling safe and secure	Safety
Making friends from my home country *(International students only)*	Home friends
Making friends from this country	Host friends

Terminology in Questionnaire	Terminology in Report
Access to suitable accommodation	Accommodation access
The quality of accommodation	Accommodation quality
The cost of accommodation	Accommodation cost
The cost of living	Living cost
Feeling safe and secure	Safety
Making friends from my home country *(International students only)*	Home friends
Making friends from this country	Host friends
Making friends from other countries	Other friends
Opportunities to experience the culture of this country *(International students only)*	Host culture
The sports facilities	Sports facilities
The social facilities	Social facilities
The social activities	Social activities
Internet access at my accommodation	Internet access
Making good contacts for the future	Good contacts
The facilities for religious worship	Worship facilities
The surroundings outside the institution	Good place to be
The transport links to other places	Transport links (other places)

Terminology in Questionnaire	Terminology in Report
The availability of financial support/ bursaries etc.	Financial support
The opportunity to earn money while studying	Earning money
Immigration and visa advice from the institution *(International students only)*	Visa advice
Transport between institution locations	Transport links institution
The institution's eco-friendly attitude to the environment	Eco-friendly attitude
The design and quality of the campus buildings	Campus buildings
The quality of the external campus environment	Campus environment

Terminology in Standard Questionnaire	Terminology in Report
Campus eating places	Catering
IT and system support	IT Support
Student Advisory Service	Student Advisory
International Office *(International students only)*	International Office
Students' Union	Students' Union
Health Centre	Health Centre
Institution accounts/finance department	Finance Office
Institutions Clubs/Societies	Clubs/Societies
Accommodation Office	Accommodation Office
Careers Advisory Service	Careers Service
Counselling Service	Counselling
Graduate School *(Masters & PhD students only)*	Graduate School
Halls of Residence welfare support	Halls Welfare
Chaplaincy or multi-faith provision	Faith Provision
Disability Support	Disability Support

For more information

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