



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

THE-ICE ...

MUCH MORE THAN JUST AN ACCREDITATION AGENCY

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## THE-ICE 13<sup>th</sup> IPoE Forum 2019

### Presenter: Roundtable Workshop Series

### Session Two: Our Shared Future

#### Dr Craig Thompson

Chief Executive Officer, THE-ICE



Appointed CEO in 2018, Dr. Craig Thompson brings extensive experience to the Executive Team, having served on the THE-ICE Board of Directors from 2015 – 2018, and as Deputy Chair from 2017 – 2018. Furthermore, Craig has been an active member of THE-ICE Assessment Panel, leading audits in Europe and Asia, and has undertaken audits on behalf of a number of national accreditation organisations including New Zealand, United Arab Emirates, Lithuania and Latvia.

Craig holds a BA (Hons.) Humanities studied in Bristol, an MSc in Tourism Management and PhD in Entrepreneurship from the University of Strathclyde, Glasgow. Craig took his first lecturing role in the University of Derby before moving to New Zealand to develop and manage the country's first specialist degree in Tourism Management. Another opportunity then took him to Switzerland, where he served as Academic Director of Swiss Education

Group, the country's largest provider of hospitality education. Following a spell in Scotland leading an industry project to create a private hotel school, Craig's most recent position was as Head of Stenden Hotel Management School, the largest hotel school in Europe, at NHL Stenden University of Applied Sciences, Leeuwarden, The Netherlands.

Prior to entering academia, Craig worked in both the public and private sectors of the tourism industry, as a Tourism Development Officer in the UK and as a Resort Manager in France and Spain. Craig is a Fellow of the Institute of Hospitality and the Higher Education Academy, and is a member of the editorial board for the journal of Research in Hospitality Management and Journal of Tourism Futures.

Through his varied academic career and latterly with THE-ICE, Craig has become completely committed to enhancing the quality of tourism and hospitality education internationally. Craig is convinced THE-ICE has a critical part to play in this process and is thus delighted to be able to lead the organisation. Craig is passionate about developing and establishing THE-ICE as the leading TH&E quality assurance agency through the development of strategic partnerships with government and non-government QA agencies and through the enhancement of benefits to the burgeoning membership of THE-ICE.