



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

Annual Report

2019–2020

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

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Contents

1. Introduction	3
2. Governance	4
2.1 New Constitution	4
2.2 Significant governance issues	4
3. Accreditation	5
3.1 Assessment Panel meetings	5
3.2 Assessment Panel membership	5
3.3 Accreditation	5
3.4 Re-accreditation	6
4. Membership and Networking	7
4.1 Membership overview	7
4.2 Significant changes in membership	7
4.3 International Quality Assurance Agencies (IQAAs)	8
5. Promotion of Excellence	10
5.1 THE-ICE Webinar Series	10
5.2 International Panel of Experts (IPOE)	10
5.3 Research Grant Scheme (RGS)	10
5.4 THE-ICE Awards	10
6. Benchmarking and Quality Enhancement	11
6.1 International Student Barometer (ISB) 2020	11
6.2 THE-ICE Quality Cycle	11
7. Financial report	13

1. Introduction

The year 2019/20 was a turbulent and challenging one for THE-ICE and our members worldwide.

The year started with an excellent and well attended IPoE Forum proudly co-hosted by Lyceum of the Philippines University and University of Santo Tomas, at The Bayleaf Intramuros Hotel, Manila. The latter part of 2019 and early part of 2020 was also marked by fervent accreditation activity, which saw a number of new members from new member countries joining THE-ICE, as well as clutch of successful re-accreditation events. Things continued on a very positive note in early 2020 with productive strategic meetings and the development of collaborative agreements (as detailed in Section 4.3 of this report).

However, the onset of the COVID-19 pandemic hit THE-ICE and our members worldwide, resulting in unprecedented disruption.

THE-ICE has endeavoured to support members through the crisis via a well-received webinar series and the upcoming Virtual International Panel of Experts Forum 2020, as well as through the development of strategic partnerships, which will generate enhanced benefits for members from 2021 onwards.

The annual report 2019-20, which reports on the period between the IPoE 2019 (October 2018) and the VIPoE 2019 (October 2020), is a reflection and product of this turbulent period.

The Report follows the format established in 2018-19 report, being factual and focussed in format and holistic in construct, embodying our commitment to inclusivity and collegiality. By adopting this approach, we hope this and future reports will inform all our stakeholders in an increasingly comprehensive and transparent manner.

May I take this opportunity to acknowledge and thank our members, our Strategic Partners, our Business Alliance Partners, the Executive Team (lead by the CEO), and my colleagues on the Board for their hard work and abiding commitment to THE-ICE during these unprecedented and challenging times. We are all beneficiaries of their efforts.

We hope you enjoy reading this Report and look forward to working with you towards the ongoing development and enhancement of THE-ICE.

Paul A Whitelaw (PhD)



**Chair
THE-ICE Board**

2. Governance

2.1 New Constitution

The revised Constitution for THE-ICE was ratified by THE-ICE Board at their meeting in July 2019 and approved by members at the THE-ICE Annual General Meeting on 17th October 2019 in Manila.

Through the new constitution THE-ICE adapted and updated its membership structure and categories, including introducing the following membership categories;

- C2Q (Committed to Quality), as the premier accredited membership category, replacing the former 'Accreditation Plus' designation
- Individual Membership – designed specifically for individuals who wish to be part of THE-ICE, but do not belong to an institutional member
- Advancement Institutions – designed to support institutions who are not currently in a position to meet THE-ICE Standards of Excellence, but who are committed to the ethos of THE-ICE and who wish to be part of THE-ICE family.

2.2 Significant governance issues

In late July 2019 THE-ICE received notice of the retirement of Ron Hilvert from the Board.

In addition, elections held during the 2019 AGM resulted in the following election and re-appointment to THE-ICE Board:

Name	Position
Dr Paul Whitelaw	Was re-elected to the Board
Dr Peter Ryan	Founder and CEO of the Higher Education Leadership Institute, Australia was formally elected to the Board, having been appointed to THE-ICE Board of Directors in April 2019 to fill the vacant role of Treasurer and Director.
Professor Oswin Maurer	Free University of Bozen-Bolzano, Italy, was re-elected to the Board

3. Accreditation

3.1 Assessment Panel meetings

THE-ICE Assessment Panel met on Monday 14th October 2019 at the Bayleaf Intramuros Hotel, Manila. The meeting was scheduled alongside the 13th IPoE and was attended in person by the Chair (Prof. Brian King) and two auditors (Dr Andy Nazarechuk and Associate Professor Dr Raijka Presbury). Four other auditors attended the meeting virtually, with five other auditors submitting their apologies. The meeting was also attended by the Chair and Deputy Chair of THE-ICE Board and THE-ICE Executive Team.

As a result of the limited accreditation activity over the previous year, the meeting largely comprised of updates on changes within THE-ICE, its members, partnerships and THE-ICE Board. However, the Assessment Panel Chair and CEO explained that, following on from changes made to accreditation processes in 2018-19, there was a need to review and revise the operations of the Assessment Panel.

3.2 Assessment Panel membership

THE-ICE Assessment Panel currently comprises of the Chair, Prof. Brian King and ten auditors.

In August 2020 THE-ICE announced with great sadness the passing of distinguished Professor Philip Pearce from James Cook University in Australia. Philip was a long-time supporter of the work of THE-ICE and brought a deep scholarly approach to all of his engagements, he will be sadly missed.

In line with commitment made at the Assessment Panel meeting the process for identifying and appointing Assessment Panel members was revised, to incorporate a formal application and decision-making procedure.

The new procedure was utilised for the appointment of Dr. John Fong, CEO, Management Development Institute of Singapore (MDIS), as an auditor to THE-ICE Assessment Panel.

3.3 Accreditation

A number of significant accreditations and re-accreditations took place in 2019-20;

- **Singapore Institute of Technology (SIT), Singapore:** successfully progressed from Associate to Accredited Member in November 2019.
- **National Kaohsiung University of Hospitality and Tourism (NKUHT), Taiwan:** successfully completed accreditation, becoming the first member of THE-ICE in Taiwan in November 2019.
- **University of Derby (UoD), United Kingdom:** successfully completed accreditation, becoming the first member of THE-ICE in the United Kingdom in November 2019.
- **The Vistula School of Hospitality (VSH).** Part of the Vistula Group of Universities in Warsaw (formerly Warsaw School of Tourism and Hospitality Management to Vistula School of Hospitality) successfully completed accreditation, becoming the first member of THE-ICE in Poland in January 2020.

- **Academy of Tourism, Breda University of Applied Sciences (BUas):** following successful accreditation of Academy of Hotel and Facility Management, the Academy of Tourism successfully completed accreditation in January 2020.

In addition to the above, three institutions have been approved to proceed with accreditation and are currently progressing through the accreditation process:

- Haaga-Helia University of Applied Sciences, Helsinki, Finland (scheduled to be formally audited on 5th and 6th November 2020)
- Nanakai University, Tianjin, China (audit date still to be determined)
- Institut Paul Bocuse, Ecully, France (audit date still to be determined).

3.4 Re-accreditation

The following members successfully achieved re-accreditation by THE-ICE during this year:

- Dusit Thani College (DTC), Thailand – October 2019
- Cesar Ritz Colleges Switzerland (CRCS) – December 2019
- Hotel Institute Montreux (HIM) – March 2020
- Swiss Hotel Management School (SHMS) – May 2020

4. Membership and Networking

4.1 Membership overview

- i. New and returning members
 - Singapore Institute of Technology, Singapore
 - University of Derby, United Kingdom
 - National Kaohsiung University of Hospitality and Tourism, Taiwan
 - Vistula University, Poland
 - Tourism Academy, BUAs, The Netherlands
- ii. Incoming members
 - Institut Paul Bocuse, France
 - Nankai University, China
 - Haaga Helia University of Applied Sciences, Finland
- iii. Re-accreditation completed
 - Dusit Thani College, Thailand
 - Cesar Ritz Colleges, Switzerland
 - Hotel Institute Montreux, Switzerland
 - Swiss Hotel Management School, Switzerland
- iv. Re-accreditation in progress
 - Emirates Academy of Hospitality Management
- v. Re-accreditation due
 - Free University of Bozen-Bolzano
 - Lyceum of the Philippines University
 - MCI Management Centre Innsbruck
 - TUA-Blue Mountains International Hotel Management School
 - TUA-William Blue
 - William Angliss Institute
- vi. Prospective members
 - National Institute of Development Administration, Thailand
 - Van Lang University, Vietnam
 - University of Economy (WSG), Poland

4.2 Significant changes in membership

- **Taylor's University:** in February 2020 THE-ICE was informed that following a management review, and based on a number of factors (including financial constraints and duplication of accreditation activities), Taylor's elected not to renew their membership of THE-ICE. Despite a number of subsequent meetings and negotiations the decision to withdraw was confirmed on 9th July 2020.

- Glion Institute of Higher Education (GIHE):** in March 2020 THE-ICE was informed that following a departmental review, and based on a number of factors (including financial constraints and duplication of accreditation activities), GIHE decided not to renew their membership of THE-ICE.
 Despite a number of subsequent meetings and negotiations the decision to withdraw was confirmed on 14th May 2020.

THE-ICE is disappointed by the departure of these two important and influential member institutions. We wish them well and hope that they will consider re-engaging with THE-ICE at some stage in the future.

In addition to its academic members, THE-ICE enjoys the support of Business Alliance Partners (BAPs), who (under the new membership categories) are non-accredited Associate members of THE-ICE.

In August 2019, THE-ICE Board was delighted to approve the Higher Education Leadership Institute (HELI), Australia as the third Business Alliance Partner of THE-ICE.

4.3 International Quality Assurance Agencies (IQAAs)

In line with enhancing international recognition of THE-ICE as a global quality assurance agency, THE-ICE has actively engaged with other IQAAs through this reporting period:

- Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA)**
 In December 2019, THE-ICE General Manager delivered a keynote speech at the PACUCOA 30th AGM in front of over 500 delegates from 220 HE institutions on the importance of international accreditation.
 The presentation reflected the deepening relationship between PACUCOA and THE-ICE, following the signing of a Memorandum of Understanding. THE-ICE is committed to identifying a route towards joint accreditation projects.
- Tertiary Education Quality and Standards Agency (TEQSA)**
 In February 2020, Chair of THE-ICE Board, Dr. Paul Whitelaw, THE-ICE CEO, Dr. Craig Thompson and General Manager, Ms. Jane Gentle, met with TEQSA to discuss future partnership opportunities. As a result of the meeting TEQSA confirmed they will recognise and accept auditors of THE-ICE as external experts and reports produced by them as external expert reports in support of TEQSA accreditation projects. It is proposed the efficacy of this outcome is evaluated through the forthcoming reaccreditation of William Angliss Institute
- European Consortium for Accreditation (ECA)** – As well as being an Observer of the ECA, THE-ICE is an active supporter and regularly contributes to the ECA newsletter.
 Furthermore, the CEO regularly attends ECA meetings and contributes to ECA activities. This support was reflected in the CEO, Dr. Craig Thompson, being re-appointed to the Financial Committee of the ECA in June 2020.
 THE-ICE is exploring the potential for the ECA to screen its activities, in order to (in part) satisfy the important and overdue requirement for external verification. Agreements had been made to conduct the review alongside the IPoE 2020 at Buxton. However, as a consequence of COVID-19 restrictions the IPoE in Buxton, and thus the external review, have been deferred until October 2021.

In addition to obtaining partial external verification of its activities, THE-ICE expects a successful review will provide the evidence required to apply for full membership of ECA. In the longer term, a successful screening of THE-ICE by ECA and full membership will be used as the foundations to explore the potential for THE-ICE to undergo a full external review with the objective of entering the European Quality Assurance Register (EQAR).

- **International Network for Quality Assurance Agencies in Higher Education (INQAHE)** - THE-ICE is a long-standing member and supporter of INQAHEE and regularly makes contributions to the INQAHEE newsletter. As the INQAHE Forum 2020 was a virtual event, it was not possible for representatives of THE-ICE to attend and network as normal, but the CEO did engage with the Forum and General Assembly.

5. Promotion of Excellence

5.1 THE-ICE Webinar Series

In response to the COVID-19 pandemic THE-ICE organised a series of webinars, initially offered fortnightly and more latterly each month, to provide members with an opportunity to connect, support each other and share good practice. A total of 9 webinars were hosted between March and October 2020.

The webinars (at the peak) attracted more than 70 attendees, from 30 institutions across 16 countries, with 75% of respondents indicating they would be likely to recommend THE-ICE webinar series to colleagues.

5.2 International Panel of Experts (IPOE)

THE-ICE 13th IPOE Forum 2019 was proudly co-hosted by Lyceum of the Philippines University and University of Santo Tomas, at The Bayleaf Intramuros Hotel, Manila, between 14 -17 October 2019. This excellent and well attended event provided exceptional opportunities for networking and sharing good practice, including a presentation of the research outputs generated by the inaugural recipients of THE-ICE Research Grant Scheme (RGS).

THE-ICE 14th IPOE Forum 2020 was to be hosted by University of Derby (UoD), England, from October 26-29 at UoD's Buxton campus. However, as a consequence of the COVID-19 pandemic the event was deferred until October 2021. Suggestions for appropriately qualified academics and industry experts to participate as panellists in THE-ICE 14th IPOE Forum 2020 are welcomed from Members.

In order to facilitate and encourage contact, networking and sharing of good practice and practical information, THE-ICE has organised the Virtual International Panel of Experts (VIPoE), on the 27th and 28th October 2020.

5.3 Research Grant Scheme (RGS)

The RGS was introduced by THE-ICE in 2019 to meet our objective of promoting and developing excellence, quality and scholarly activity. The research outputs generated by the inaugural recipients of THE-ICE Research Grant Scheme (Dr Madalyn Scerri and Dr Rajka Presbury, Blue Mountains International Hotel Management School) were presented during THE-ICE 13th IPOE Forum.

The RGS 2020 launch on 20th February 2020 unfortunately coincided with global lockdowns in response to the COVID-19 pandemic. As a consequence no proposals were generated in 2020 and it was therefore agreed to resume the RGS in 2021.

5.4 THE-ICE Awards

Fellow of THE-ICE Award 2019

The Directors agreed the following deserving individuals be awarded Fellows of THE-ICE at THE-ICE IPOE Forum Gala Dinner 2019:

- Mr. Ron Hilvert - for Outstanding Individual Support of THE-ICE
- Professor (FH) Mag Eva Werner - for Outstanding Individual Support of THE-ICE.

THE-ICE Hall of Fame 2019

Based on a nomination by Ma. Christina Aquino, THE-ICE Directors unanimously agreed THE-ICE Hall of Fame Recipient for 2019 be Ms. Pauline Tang, for her consistent outstanding contribution and enthusiastic support to THE-ICE and THE-ICE IPOE Forums over the past 15 years.

6. Benchmarking and Quality Enhancement

The following Members of THE-ICE achieved premier ranking in the THE-ICE i-graduate Student Satisfaction Global Index 2019, and were duly recognised at the IPoE Forum 2019 Gala Dinner:

- Hotel Institute Montreux (Good Contacts, Visa Advice, Application to Offer).
- Cesar Ritz Colleges Switzerland (Careers Advice, First Night, Health Insurance, University Orientation, Formal Welcome).
- Swiss Hotel Management School (Work Experience, Graduate School, Academic Learning Office, Accommodation Office, Finance Office).
- Emirates Academy of Hospitality Management (Meeting Staff).
- University of the South Pacific (Good Teachers, Programme Content, Language Support, Employability, Health Centre, Propensity to Recommend).
- MCI Management Center Innsbruck (Living Overall, Support Overall, Living Average, Expert Lecturers, Social Facilities, Safety, Accommodation Quality, Home & Host Friends, Campus Buildings, Campus Environment).
- Lyceum of the Philippines University (Financial support, Earning money).

The Directors have decided that these awards will be a standard feature of future IPoE Forum Gala Dinners, in order to encourage institutions to promote their number one premier ranking achievements.

6.1 International Student Barometer (ISB) 2020

Despite the challenges resulting from the COVID-19 pandemic 75% of members of THE-ICE opted to participate in the ISB 2020, which was open for responses from students between 23rd April to 3rd July 2020. As per our agreement with I-graduate rankings were delivered in early September, with full results being available on 1st October 2020. As a result, it is anticipated that feedback sessions will be conducted remotely with all members immediately after the VIPoE 2020 and that all will be completed before the end of the year. This will represent a marked improvement in the timely delivery of results, as requested by members.

The enhanced delivery of results is a reflection of the increasingly close working relationship THE-ICE enjoys with I-graduate. This is further emphasised by the fact that, for the first time, I-graduate will present a workshop for members as part of the VIPoE 2020, which will inform members on how to interpret the ISBSB results numbers and will identify the best way to use each of the reporting deliverables.

6.2 THE-ICE Quality Cycle

The 2018-19 Annual Report introduced THE-ICE Quality Cycle and detailed how it would be utilised to encourage and facilitate quality enhancement in member institutions. In 2020 the feedback sessions will continue to:

- present streamlined and tailored results to each institution
- link the results from one year to those of preceding and subsequent years
- ensure results are the basis of specific actions with each institution aimed at quality enhancement
- link the performance of institutions as reflected in the ISBSB to their subsequent re-accreditation.

Furthermore, each institution is expected to develop action plans to address their performance against each criterion in the following year, in the knowledge that the performance of each institute against the selected and overall criteria will be reported as part of the subsequent re-accreditation process.

In this way THE-ICE hopes to stimulate members to adopt THE-ICE Quality Enhancement Cycle, in both their preparations for and participation in the ISBSB and their preparations for (re)accreditations. This approach is central to the stated objective of THE-ICE to shift its emphasis from quality assurance to quality enhancement.

7. Financial report

The financial statements of THE-ICE for the financial year ended 30 June 2020 will be presented to the Members for approval at the Annual General Meeting (AGM) scheduled for 11 November 2020.

Following significant losses in 2017/18 (-\$47,900) and 2018/19 (-\$134,690) THE-ICE is pleased to advise Members that we have returned to profitability in 2019/20 with a surplus of \$94,435.

This sharp turnaround in THE-ICE's financial fortunes have been primarily driven by:

- Strong revenue due to good membership growth and retention
- \$37,000 in COVID-19 support from the Australian government
- Lower than expected expenses driven by the inability to travel during the COVID-19 pandemic
- Judicious financial management by the Executive Team.

A break even budget has been set for the 2020/21 financial year. COVID-19 financial support from the Australian government will continue into the first half of the 2020/21 financial year further supporting THE-ICE's ongoing financial health.