



THE-ICE ...

MUCH MORE THAN JUST AN ACCREDITATION AGENCY

FIND OUT MORE

THE-ICE Research Grant Scheme (RGS) 2022 Recipient

Dr Frederic Bouchon

FIND OUT MORE

Dean and Associate Professor, The Emirates Academy of Hospitality Management, Dubai, United Arab Emirates



Dr. Bouchon brings over 15 years of higher education management experience across Asia and Europe with an expertise in hospitality education planning, accreditations, and quality assurance systems. Before joining academia, he held various tourism and hospitality roles in the UK, Australia, France, Italy, China, and South-East Asia before moving to the UAE in September 2021. He has developed intercultural management expertise from his experiences, that is profitable in the running of high diversity academic institutions and that is an added advantage in the multicultural environment of Dubai. His areas of specialization include all aspects of higher education management in the field of hospitality and tourism.

Dr. Bouchon has experience overseeing different academic departments and functions, from developing and managing new programmes, academic collaborations, and transnational education, as well as the development of quality assurance and accreditation systems. He was a founding member of the ASEAN Tourism Research Association (ATRA), a network committed to the development of Tourism research in the region. He has been involved in several tourism planning and hospitality consultancy projects in the Asia-Pacific region and in Europe. Creating connections, developing new collaborations within the school, and with hospitality and tourism stakeholders, and institutional partners is central in his development strategy, and at the core of the education mission. In his last position, Dr Bouchon was responsible for developing the institutional academic framework, and ensure the quality effectiveness throughout the institution. Dr Bouchon holds a PhD and master's degree (University of Toulouse, France). As an academic, he is recognized for his research focusing on issues related to mobility, destination sustainability, tourism management, and hospitality higher education. He takes a qualitative and mixed-methods approach in his research, and is a visiting scholar to various academic institutions in Europe and Asia.