Hospitality Management Higher Education:

Responses to a Changing World

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IPoE 2022

DUBAI 7–9 NOV

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

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Hospitality and Tourism Higher Education; Connecting Minds and Creating the Future
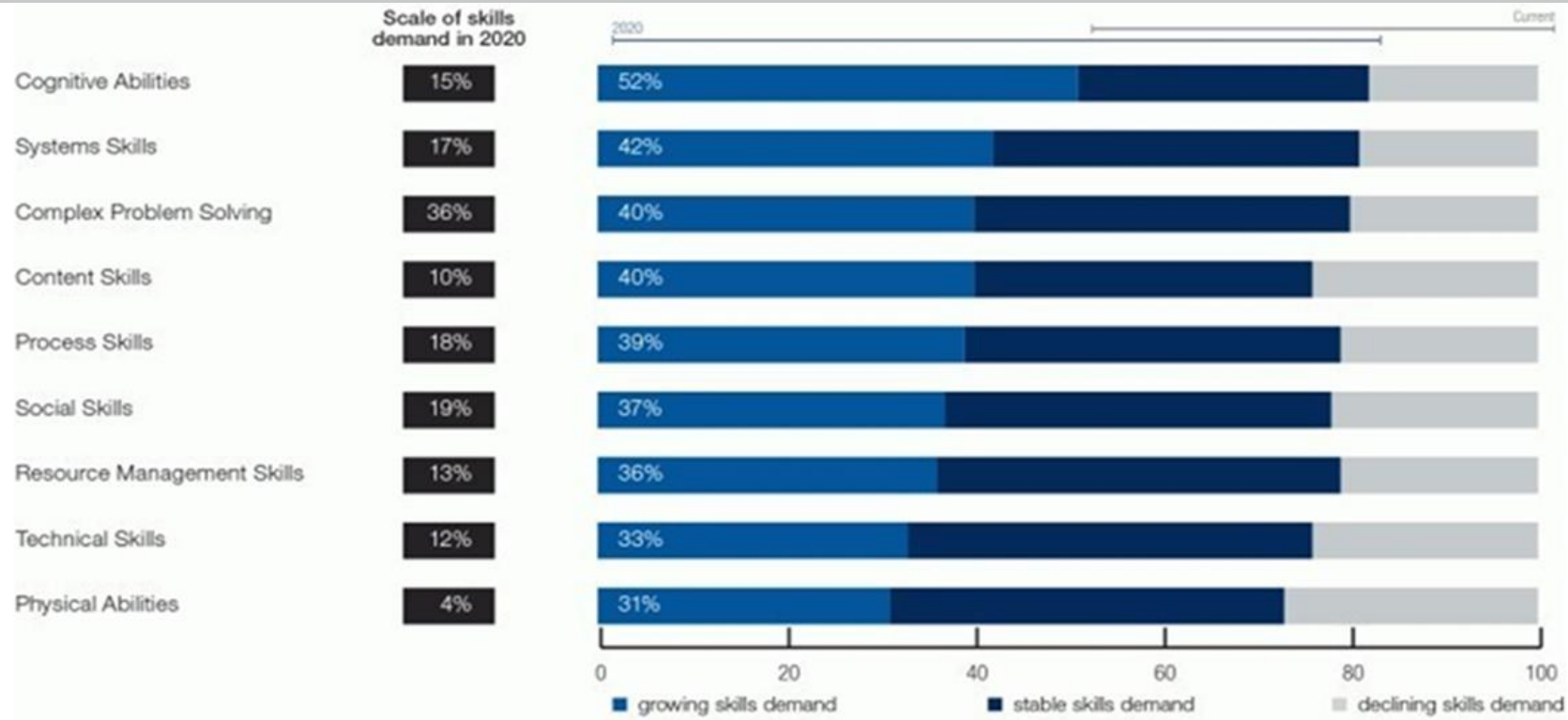
A changing environment

- Disruptive impacts of technology
- Evolving / devolving nature of careers

HOSPITALITY MANAGEMENT EDUCATION?

- Redefining Hospitality field,
- Higher Education relevance

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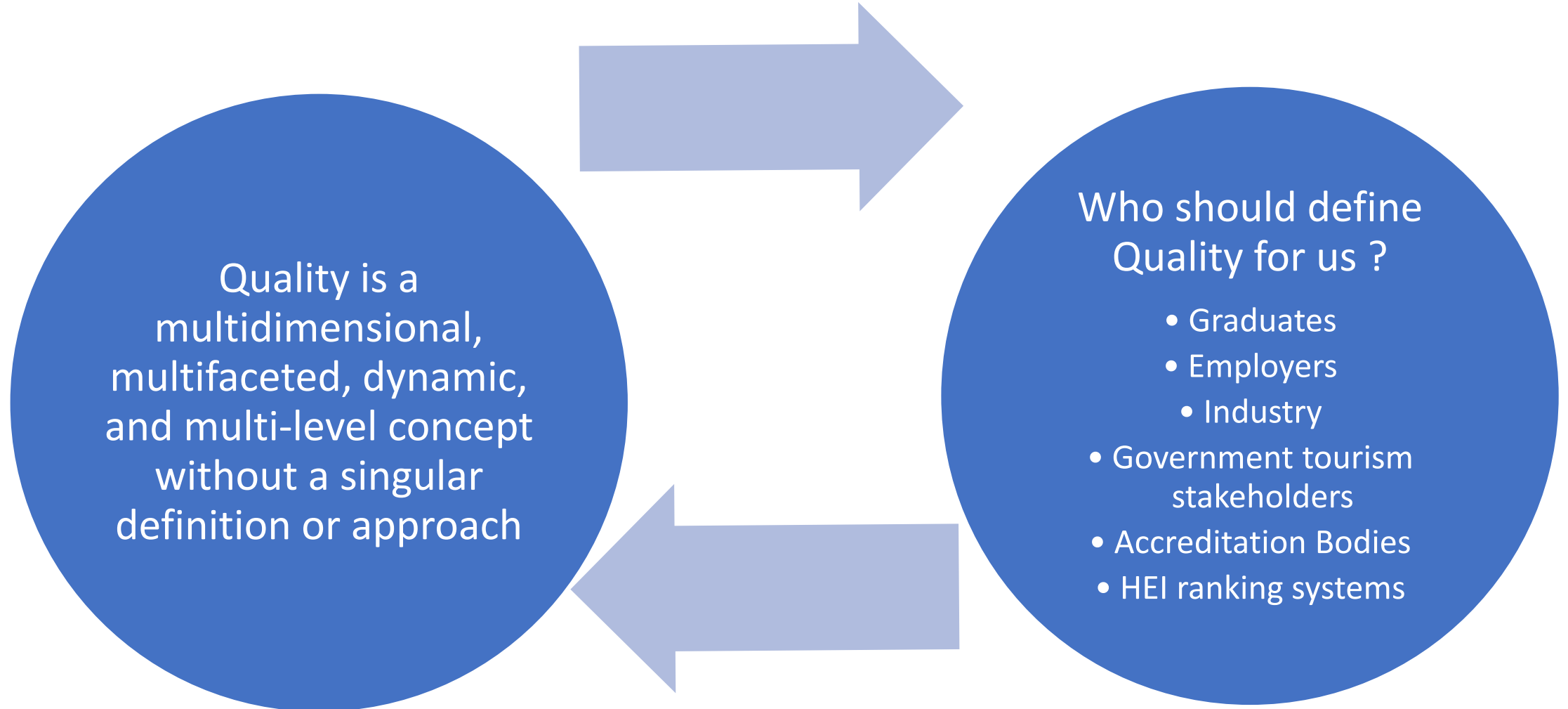THE EMIRATES ACADEMY
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Education needs to respond to industry needs

Hospitality Graduate Competencies are evolving.

What should be the standards for future graduates?

Source: Future of Jobs Survey, World Economic Forum.

What is Quality ?

Quality is a multidimensional, multifaceted, dynamic, and multi-level concept without a singular definition or approach

Who should define Quality for us ?

- Graduates
- Employers
- Industry
- Government tourism stakeholders
- Accreditation Bodies
- HEI ranking systems

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Global standards, local application

institutional autonomy, multi-vocal government arrangements, and decentralised boards with less regulatory power positively affect the features of HEIs and their efficiency

audits and accreditation positively affect education quality (Brockerhoff, Huisman, and Laufer, 2015)

role of national regulatory framework – linked to the NQFs

National HEI Accreditation Agencies

Level	Type of institution	NL	CH	UK	UAE	AUS
Higher Education	Research university	NVAO (WO)	Swiss Accreditation COUNCIL	QAA	CAA	AQA
	Teaching/ Professional university (applied sciences)	NVAO (THE-ICE)	Swiss Accreditation COUNCIL	QAA	x	AQA (THE-ICE)
Vocational education	Vocational / Trade Education	NVAO (MBO)	SERI	OfQual	KHDA	TAFE

All participants highlight that guidelines are essential for quality assurance but restrict change and responsiveness

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Reflecting on changes

Trends enabled through technology:

- Life long learning

- Skills upgrade

- Credentials taken from multiple providers (specialists, CIPD for HR, ACCA for accounting, WSET for F&B…)

- À la carte offer

What is the added value of HEIs?

- Aggregator of microcredentials

- Campus experience/formative years

- Personal development

- Externally (usually government) accredited learning

Reflecting on changes

When asked about the outcome of the education for the graduate at the respective HEI, the interviewees generally mention :

an open outcome that is not limited to one industry or the hospitality industry.

Learn to learn for life long education

National regulatory framework are key for NQFs compliance

These are limited in their discipline-based expertise

There is also a need for an international standards for Hospitality Management in Higher Education

Looking forward

- Current limit of the field of Hospitality Management (and Tourism Management)
- Mapping for hospitality education is currently lacking
- The need for Hospitality Management Education standards
- No formal **international independent programme accrediting body**

- **Proposal for establishing such standards through** THE-ICE
  - Members to align themselves and benchmark their programs

  - Similar disciplinary approach as AACSB for business management, or professional bodies.

THANKYOU

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