



How to make quality count ?

Dr Ivan Ninov

Ms Natalie Ahssakou

Dr Naji AlMahdi

Moderator: Ms Julie Jackson



This mornings session tells us that students want

- Uncomplicated
- Personalized experience
- Growing focus on sustainability, which will be embedded in our QA processes



Quality is defined by the culture in which it is practiced.

Is THE ICE our culture ?

Quality :

- Digital
- Physical



Hospitality and Tourism Higher Education; Connecting Minds and Creating the Future

How to Make Quality Count?

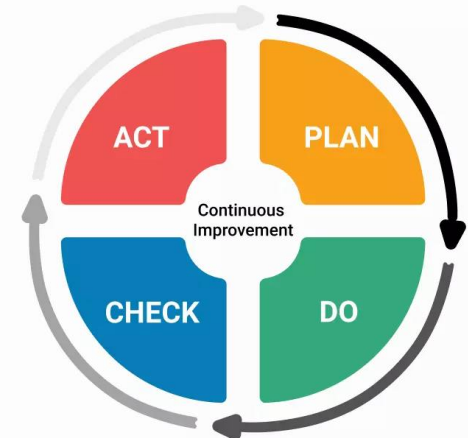
Ivan Ninov, PhD

Executive Dean, ARIU Qatar



Quality in Higher Education

- “Fitness for purpose”
- “Conformance to requirements”
- “Exceeding customers’ expectations
- Who are the customers?
- PDCA cycle
- Continuous improvement





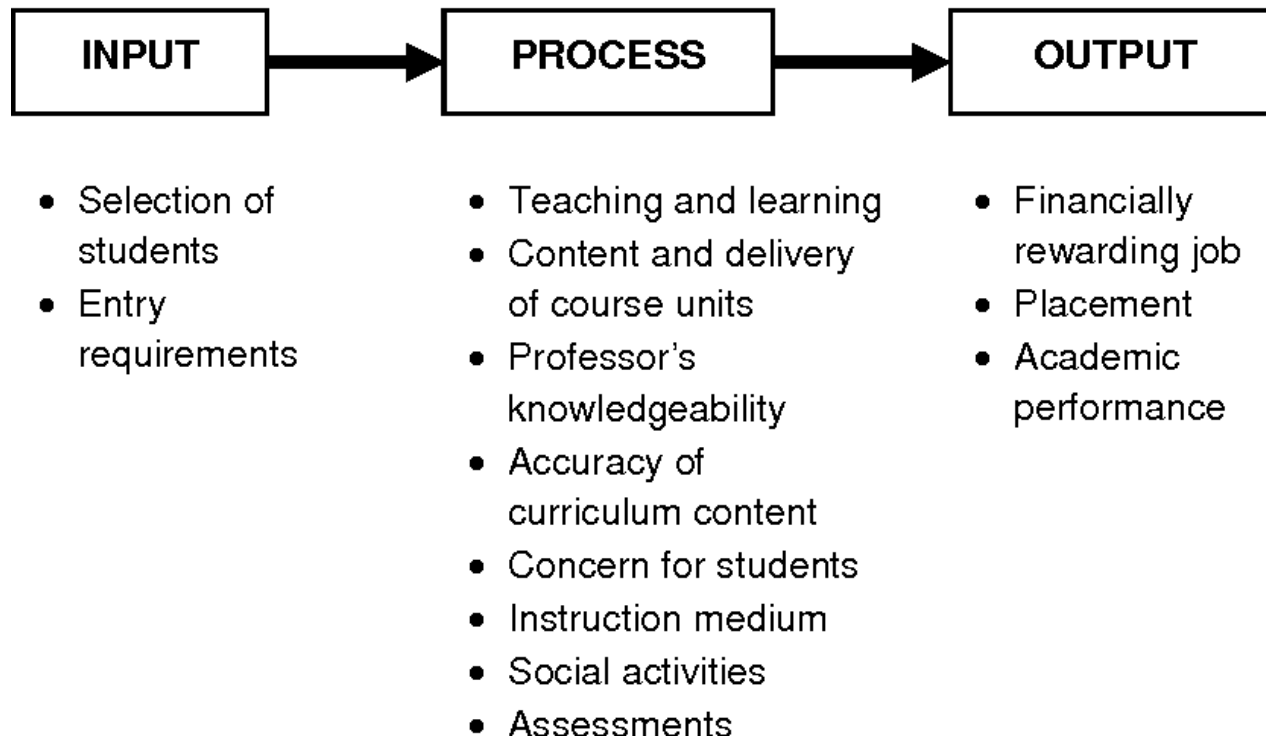
Quality Crisis

- ⊗ Differences between countries
- ⊗ Increasing number of higher education institutions
- ⊗ Exponential growth in student numbers
- ⊗ Increasing drop-out rates
- ⊗ Increasing graduate unemployment
- ⊗ Internationalisation of higher education
- ⊗ Diversification of providers



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EDUCATION SYSTEM



Perceptions of Quality in Higher Education, Chua, C. , 2004



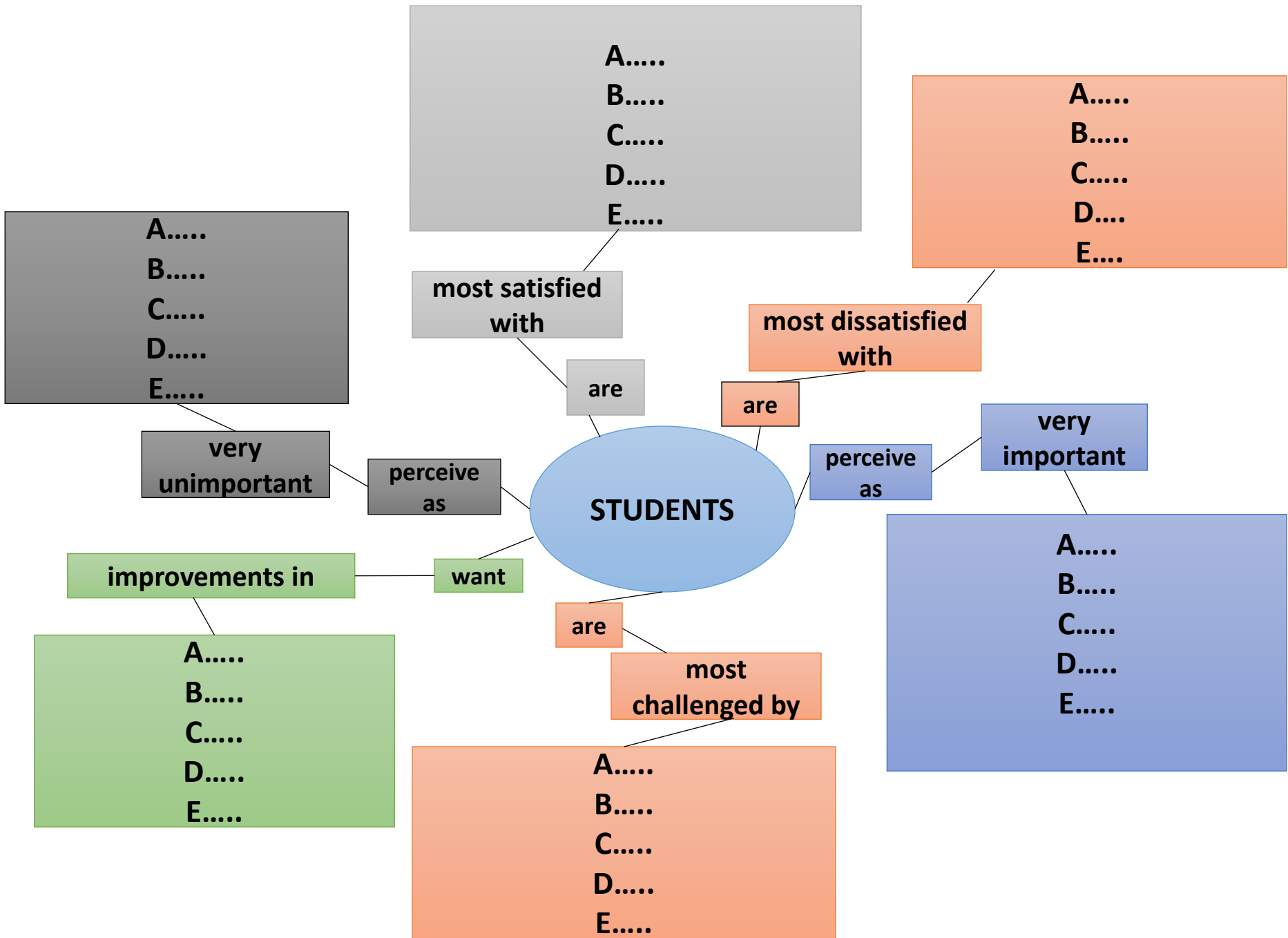
Ensuring Quality in Higher Education

- Accreditation agencies
 - Regional
 - National
 - International
- Government quality assurance bodies
- Internal quality assurance systems
- Benchmarking – ranking
- Best measure of quality?



How to make quality count?

- ❁ Collecting data is not sufficient
- ❁ Matching areas of importance and satisfaction
- ❁ Matching areas of importance and dissatisfaction
- ❁ Issue tracking and implementation
- ❁ Year-on-year comparison of results





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Issue Tracking Database

Issue	QA tool used	Details/ comments	Action taken	Status	Person responsible	Date
1....						
2....						

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Thank you!



Questions for discussion?

What are the top 3 indicators of quality for programmes in hospitality and tourism management?

What are the top 3 challenges for the implementation of quality in tourism and hospitality management programmes?