

**IPOE** 2024  
DOHA 7-9 NOV



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

AL RAYYAN  
INTERNATIONAL  
UNIVERSITY COLLEGE  
كلية الريان  
الجامعية الدولية



In partnership with



Quality Improvement in a New Era: Driving Excellence in Hospitality and Tourism Education

## THE-ICE 17<sup>th</sup> IPoE Forum 2024

To be proudly hosted by

Al Rayyan International University College (ARIU)

in partnership with University of Derby

Al Jazi Tower, Zone: 60, Street: 850, Building: 20 – West Bay – Doha – Qatar

DAY-0: Thursday 7<sup>th</sup> November 2024

Time	Activity	Location
9:00am – 10:30am	<b>THE-ICE College of Fellows Meeting</b> ( <i>THE-ICE College of Fellows only</i> )	ARIU Campus Al Jazi Tower West Bay, Doha
11:00am – 12:30pm	<b>THE-ICE Assessment Panel Annual Meeting</b> ( <i>THE-ICE Assessment Panel only</i> )	ARIU Campus Al Jazi Tower West Bay, Doha
12:30pm – 1:30pm	<b>Assessment Panel and Board joint lunch</b>	ARIU Campus Al Jazi Tower West Bay, Doha
1:30pm – 3:00pm	<b>THE-ICE Board and Assessment Panel Joint Meeting</b> ( <i>THE-ICE Board of Directors and Assessment Panel only</i> )	ARIU Campus Al Jazi Tower West Bay, Doha
3:00pm – 3:30pm	<b>Assessment Panel and Board joint afternoon tea</b>	ARIU Campus Al Jazi Tower West Bay, Doha
3:30pm – 5:00pm	<b>THE-ICE Board Meeting</b> ( <i>THE-ICE Board of Directors only</i> )	ARIU Campus Al Jazi Tower West Bay, Doha
5:30pm – 7:30pm	<b>Welcome Cocktail Party</b>	City Centre Rotana

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UNIVERSITY OF DERBY

Quality Improvement in a New Era: Driving Excellence in Hospitality and Tourism Education

Day-1: Friday 8<sup>th</sup> November 2024

Time	Activity	Location
8:00am – 9:00am	<b>THE-ICE 17<sup>th</sup> IPoE Forum 2024 Registration &amp; Concierge desk open</b>	ARIU Campus Al Jazi Tower West Bay, Doha
9:00am – 10:00am	<b>Welcome &amp; Official Opening</b> <ul style="list-style-type: none"> <li>• Introduction by MCs</li> <li>• Welcome by Ms Gienke Osinga, Chair, THE-ICE Board of Directors</li> <li>• Welcome by Al Rayyan International University College</li> <li>• <b>Keynote Address:</b> Dr Mazen Hasna, Chairman of the National Committee for Qualifications and Academic Accreditation in the State of Qatar</li> </ul>	ARIU Campus Al Jazi Tower West Bay, Doha
10:00am – 10:30am	<b>Morning Refreshments</b>	ARIU Campus
10:30am - 12:00pm	<b>Plenary Panel Session</b> <b>Focus:</b> Making quality count - using quality to increase productivity and profit. <b>Chair:</b> Professor Ben Goh, Dean of Faculty of Hospitality and Tourism Management at Macao University of Science and Technology (TBC) <b>Panellists:</b> <ol style="list-style-type: none"> <li>1. Ms Tanja Florenthal, Executive Director of Quality Assurance at Swiss Education Group</li> <li>2. Ms Hanady Merhej, Director of Talent Resources, W Doha Hotel and Residences</li> </ol>	ARIU Campus Al Jazi Tower West Bay, Doha
12:00pm – 1:00pm	<b>Lunch</b>	ARIU Campus
1:00pm – 2:30pm	<b>Roundtable World Café Session / Panel 2</b> <b>Focus:</b> Simplifying and systemising educational quality assurance - the potential of technology and AI. <b>Chair:</b> Professor Peter Ryan, Director and Treasurer of THE-ICE <b>Panellists:</b> <ol style="list-style-type: none"> <li>1. Dr Chris Dutt, Programme Leader International Business and Assistant Professor at ARIU</li> <li>2. Professor Ioannis S. Pantelidis, Head of Department, Department of Hospitality Tourism and Events Management, Ulster University</li> <li>3. Dr Mariem Fekih Zguir, Institutions Liaison Officer at the National Committee for Qualifications and Academic Accreditation, Qatar</li> </ol>	ARIU Campus Al Jazi Tower West Bay, Doha
2:30pm – 3:00pm	<b>Afternoon Refreshments</b>	ARIU Campus
3:00pm – 3:05pm	<b>Strategic Partner Presentation:</b> Alliance Network Chef Maxime Moïse, International Strategic Partnerships Manager, Alliance Network, France	ARIU Campus Al Jazi Tower West Bay, Doha



## Day-1: Friday 8<sup>th</sup> November 2024

Time	Activity	Location
3:05pm – 3:20pm	<b>Business Alliance Partner Presentation:</b> Hosco Alumni Survey Results	ARIU Campus Al Jazi Tower West Bay, Doha
3:20pm – 3:45pm	<b>Business Alliance Partner Presentation:</b> CoStar SHARE Center Mr Steve Hood, Senior VP of Research for STR and Founding Director of the SHARE Center, USA	ARIU Campus Al Jazi Tower West Bay, Doha
3:45pm – 4:45pm	<b>Special Symposium</b> <b>Focus: New Future of Hospitality</b> Discussing the relationship and/or divide between academia and industry <b>Presenters:</b> <b>1. Mr. Ibrahim Al Emadi</b> , Head of F&B Operations at Qatar Duty Free, Qatar <b>2. Mr. Martin Kendall</b> , General Manager of City Center Rotana Hotel, Qatar	ARIU Campus Al Jazi Tower West Bay, Doha
6:30pm	<b>Dinner at Katara Cultural Village</b> <i>Katara is a self-styled cultural village nestled between the gleaming financial district of West Bay, and the half-moon towers of The Pearl residential neighbourhood. Bordered by a vast beach on one side, and the twin Katara Hills on the other, Katara is Doha's go-to destination for art, culture and cuisine.</i>	Katara Cultural Village

## DAY-2: Saturday 9<sup>th</sup> November 2024

Time	Activity	Location
8:30am – 9:00am	<b>Welcome Refreshments</b>	ARIU Campus Al Jazi Tower West Bay, Doha
9:00am	<b>Introduction by MCs</b>	ARIU Campus
9:00am - 10:30am	<b>Roundtable World Café Session / Panel 3</b> <b>Focus:</b> Moving from the 'black cloud' of quality control to 'blue skies' of continuous quality enhancement. <b>Chair: Dr Ivan Ninov</b> , Executive Dean and Professor at ARIU, Qatar <b>Panellists:</b> <b>1. Ms Nathalie Ahssakou</b> , Director of Academic Quality and Accreditation at Institut Lyfe, France <b>2. Dr Craig Thompson</b> , Chief Executive Officer, THE-ICE	ARIU Campus Al Jazi Tower West Bay, Doha
10:30am - 11:00am	<b>Morning Refreshments</b>	ARIU Campus
11:00am – 11:30am	<b>THE-ICE Research Grant Scheme (RGS) 2024 Presentation 1: Inclusive education for people with disability: Leveraging insights from hospitality social enterprise and industry-led innovations.</b> <b>Presenter: Dr Anita Manfreda</b>	ARIU Campus



## DAY-2: Saturday 9<sup>th</sup> November 2024

Time	Activity	Location
11:30am – 12:00pm	<p><b>THE-ICE Research Grant Scheme (RGS) 2024 Presentation 2:</b> <i>Advancing Academic Innovation: Examining the Impact of Generative AI in Hospitality, Tourism, and Service Management Education. A Cross-Cultural Study on Fostering Collaborative Learning and Best Practices.</i></p> <p><b>Presenter:</b> Mr Wyatt White T Lee</p>	ARIU Campus Al Jazi Tower West Bay, Doha
12:00pm – 12:30pm	<p><b>Strategic Partner Presentation:</b> i-graduate video</p> <p><b>Business Alliance Partner Presentation:</b> Russell Partnership Technology <b>Presenter:</b> Ms Heidi Anaya, Head of Education, Russell Partnership Technology</p>	ARIU Campus Al Jazi Tower West Bay, Doha
12:30pm - 1:30pm	<b>Lunch</b>	ARIU Campus
1:30pm – 3:00pm	<p><b>Roundtable World Café Session / Panel 4</b></p> <p><b>Focus:</b> Ensuring all voices are heard – involving all stakeholders in the quality enhancement process.</p> <p><b>Chair:</b> Professor Perry Hobson, Director of Academy for Tourism at Breda University of Applied Sciences, The Netherlands</p> <p><b>Panellists:</b></p> <ol style="list-style-type: none"> <li><b>Dr Gulbahar Abdallah</b>, Head of Quality Assurance and International Partnerships at ARIU, Qatar</li> <li><b>Ms Julie Till</b>, Head of Global Business Development, The Quality Assurance Agency for Higher Education (QAA), United Kingdom</li> </ol>	ARIU Campus Al Jazi Tower West Bay, Doha
3:00pm – 3:30pm	<b>Afternoon Refreshments</b>	ARIU Campus
3:30pm – 4:00pm	<p><b>Wrap up session</b></p> <p><b>Rapporteur:</b> Ms Gienke Osinga, Chair, THE-ICE Board of Directors</p>	ARIU Campus
4:00pm – 5:00pm	<b>Annual General Meeting (AGM)</b>	ARIU Campus
7:00pm – 11:00pm	<b>Gala Dinner</b>	Teatro Restaurant, City Centre Rotana Doha Hotel

## DAY-3: Sunday 10<sup>th</sup> November 2024

Time	Activity	Location
9:00am – 10:30am	<b>Strategic Board Meeting</b> (THE-ICE Board of Directors only)	ARIU Campus
11:00am	From City to The Desert Combo Tour (Optional)	
5:00pm	Night Time Activity (TBC)	

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## THE-ICE 17<sup>th</sup> IPoE Forum 2024 Dress Code:

- Panel sessions, meetings, daytime activities – **business casual**
- Welcome Cocktail party – **smart casual**
- Gala Dinner – **black tie and national dress**
- Tours – **casual & comfortable**

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