

Speakers & Panellists

THE-ICE 17th IPoE 2024

Quality Improvement in a New Era:

Driving Excellence in Hospitality and Tourism Education

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

Friday 8th November 2024

9:00am - 10:00am

Welcome & Official Opening

Ms Gienke Osinga



Ms Gienke Osinga holds a bachelor's degree from Hotel Management School the Hague and a Master's in Change Management. Her early career at KLM included roles in procurement, revenue management, and commercial planning, before she transitioned to KLM Netherlands, working on e-commerce projects like online booking and check-in, and overseeing a frequent flyer program launch. In 2001, she moved into education, developing the hotel management curriculum at Breda University of Applied Sciences, where she is now Dean of the Hotel and Facility Management programs. Ms Osinga also chairs the Association of Dutch Hotel Management Schools and serves as the Chair of THE-ICE Board.

Keynote Address

Dr Mazen Hasnar



Mazen Hasna is a professor at Qatar University, where he has worked since 2008. He previously held roles as Vice President and Chief Academic Officer (2012–2017) and Dean of Engineering (2008–2012). In December 2022, he was appointed Chairman of Qatar's National Committee for Qualifications and Academic Accreditation under the Ministry of Education and Higher Education, where he oversees national academic standards and qualifications.

10:30am - 12:00pm

Plenary Panel Session - Making Quality count - Using Quality to Increase Productivity and Profit

Panel Chair: Professor Ben Goh



Ben Goh, the current Dean of Faculty of Hospitality and Tourism Management at Macao University of Science and Technology, is a professor with expertise in Workforce Development and Strategic Organisational Management. His teaching areas include Cost Control, Financial Management, and Strategic Management. He holds an Ed.D. in Educational Leadership from Nova Southeastern University, an MBA, and a BSc in Restaurant, Hotel, and Institutional Management from Texas Tech University. His professional qualifications include an ACCA Certified Diploma in Accounting and Finance and IATA Level 1 certification in Airport Planning and Operations.

Panellist: Ms Tanja Florenthal



Ms. Tanja Florenthal graduated from Cornell University with a BSc and holds an MBA and an MA in Education. She has extensive international experience in the hospitality industry and education. She has worked in hotel and hospitality management schools in the United States, Thailand, India, the United Arab Emirates, and Israel and is a member of the Cornell Hotel Association. Ms Florenthal joined César Ritz Colleges Switzerland in 2010 as Program Manager and was later appointed Dean. She successfully led the College to become Switzerland's second Swiss Federal Accredited Hotel School. After 14 years at César Ritz Colleges, she is now the Executive Director of Quality Assurance for Swiss Education Group.

Panellist: Ms Hanady Merhej



As the Director of Human Resources at W Hotel in Doha, Hanady has a passion for hospitality and team management, specialising in hotel operations. A strong advocate for people development, she thrives in facilitating training and workshops, achieving year-over-year improvements in employee engagement. Her expertise spans across investigations, leadership recruitment, and project management. Now, with a successful career in hospitality, she has transitioned into the corporate People and Culture field, where she aims to continue her commitment to employee growth and organisational success.

1:00pm - 2:30pm

Panel 2 - Simplifying and Systemising Educational Quality Assurance - The Potential of Technology and AI

Panel Chair: Professor Peter Ryan



Professor Peter Ryan is one of the leading experts on private higher education in Australia, and over the past 25 years has assisted many organisations to navigate the complex regulatory framework that ensures the quality of Australia's higher education sector, specialising in the areas of regulatory approvals, quality assurance, and corporate and academic governance.

Professor Ryan has also provided strategic advice and regulatory due diligence for prospective purchasers of private higher education institutions.

Professor Ryan is a qualified accountant and Fellow of CPA Australia.

Professor Ryan was elected as Treasurer and Director on THE-ICE Board in 2019.

Panellist: Dr Christopher Dutt



Dr. Christopher Dutt is an Assistant Professor and Programme Leader at Al Rayyan International University College (ARIU) in partnership with the University of Derby. At ARIU, Dr. Dutt is the Programme Leader of the BA (Hons) in International Hospitality Management, MBA Global, and the MBA Global in International Hospitality. Prior to joining ARIU, Dr. Dutt was a Senior Lecturer at The Emirates Academy of Hospitality Management in Dubai, where he taught courses related to hospitality, tourism, and research. Originally from the UK, Dr. Dutt has spent most of his time in the Gulf and in Asia.

Dr. Dutt completed a BA in International Tourism Management and an MSc in International Hospitality Management in Dubai and obtained his Ph.D. in Management Studies from the University of Exeter in the UK.

His research interests include perceptions of tourism, expatriation, sustainability, consumer behaviour, and technology adoption in travel and tourism. In 2020, Dr. Dutt won the 2020 Emerald/EFMD Outstanding Doctoral Research Award – Tourism and Hospitality Management Award.

Panellist: Professor Ioannis S. Pantelidis



Professor Ioannis Pantelidis, Head of the Department of Hospitality and Tourism Management at Ulster University Business School, blends his expertise as a consultant, academic, and storyteller. With extensive experience across prominent UK institutions, he is also a Fellow of the Institute of Hospitality and sits on the advisory board for Be Inclusive Hospitality. A leader in hospitality education, he has held multiple executive roles, including Past Chair of The Council for Hospitality Management Education, and proudly draws from his heritage in hospitality, shaped on the Greek island of Leros.

Panellist: Dr Mariem Fekih Zguir



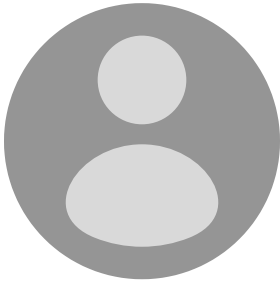
Dr. Mariem Fekih Zguir is the Institutional Liaison Officer (ILO) at the National Committee for Qualifications and Academic Accreditation (NCQAA). In her capacity as an ILO, she serves as the primary point of contact with the institutions where she assists and advises the latter in all matters related to institutional accreditation. Moreover, she organizes workshops and trainings to support the compliance of member institutions with accreditation standards and the related policies and procedures. Furthermore, she participates in the reviewers' selection, training and support.

Dr. Fekih Zguir holds a BS in information systems from CMU Qatar, a master's degree from CMU Heinz College in Public Policy and Management and a PhD from Hamad Bin Khalifa University from the College of Science and Engineering in sustainable environment. Her dissertation focused on the subject of sustainability and SDGs integration within education systems both at the K-12 and HEI level through design and systems thinking. Her subsequent publications, both qualitative and quantitative, delved into the topics of education for sustainability, education in the era of technology and social media, entrepreneurship, and human and social capital development.

Previously, Dr. Fekih Zguir worked as a postdoc researcher at HBKU, as a research associate at CMUQ, and as an English teacher at Amna Bin Wahab Preparatory School as part of the Teach For Qatar fellowship where she designed and launched a website for her students to boost their creative writing.

3:00pm - 3:45pm

Strategic Partner Presentation: Alliance Network



Chef Maxine Moise

International Strategic Partnerships Manager, Alliance Network, France

Business Alliance Partner Presentation: Russell Partnership Technology

Ms Heidi Anaya

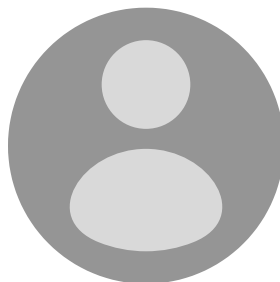


Heidi is the Head of Education with Russell Partnership Technology where she provides simulation support to hospitality educators in over 30 countries. Prior to this, Heidi's career in the hospitality industry began in 1991 and has included leadership roles in Operations, Sales, and Human Resources.

Heidi has been a guest lecturer at several hotel schools in the area of Strategic Revenue Management and is also the trainer of the Certification in Hospitality Business Acumen from the Hospitality Sales & Marketing Association International (HSMAI).

Heidi was the 2018 STR Bridging the Gap Award recipient, which is presented to an industry professional who works to bring industry and education closer together.

Business Alliance Partner Presentation: CoStar SHARE Center

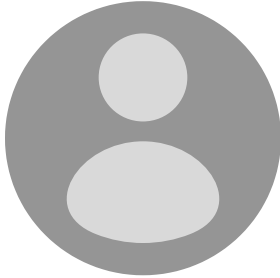


Mr Steve Hood

Senior VP of Research for STR and Founding Director of the SHARE Center, USA

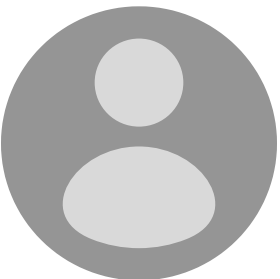
3:45pm - 4:45pm

Special Symposium - The New Future of Hospitality



Mr Ibrahim Al Emadi

Head of F&B Operations at Qatar Duty Free, Qatar



Mr Martin Kendall

General Manager of City Center Rotana Hote, Qatar

Saturday 9th November 2024

9:00am - 10:30am

Panel 3 - Moving the 'Black Cloud' of Quality Control to 'Blue Skies' of Continuous Quality Enhancement

Panel Chair: Dr Ivan Ninov



Dr Ivan Ninov is the Executive Dean of Al Rayyan International University College (ARIU), in partnership with the University of Derby in Qatar, specialising in hospitality management, tourism management, and international business education. He has extensive international experience across Europe, the USA, the UAE, and Qatar, focusing on strategy formulation, implementation, and quality assurance. A recognised researcher and academic leader, Dr Ninov holds a Ph.D. in Hospitality Administration and multiple degrees in tourism and hospitality from Texas Tech University and Sofia University.

Panellist: Ms Nathalie Ahssakou



With extensive experience in quality and accreditation management, Nathalie is currently the Director of Quality and Accreditations at Institut Lyfe, having previously served as Head of Accreditations. Prior to this, she spent nearly a decade as International Accreditations Manager at ESCP Business School, overseeing global standards like AACSB, EQUIS, and AMBA. She also ran her own consultancy firm, specialising in quality and accreditation processes, bringing a strong focus on excellence in education and continuous improvement across various international settings.

Panellist: Dr Craig Thompson



Appointed CEO in 2018, Dr Craig Thompson has extensive experience in hospitality and tourism education, having previously served on the THE-ICE Board of Directors and as Deputy Chair. He has led audits for THE-ICE in Europe and Asia and has worked with various national accreditation organisations.

Craig holds a BA (Hons.) in Humanities, an MSc in Tourism Management, and a PhD in Entrepreneurship. His career includes roles at the University of Derby, developing New Zealand's first specialist degree in Tourism Management, and serving as Academic Director at Swiss Education Group. He is a Fellow of the Institute of Hospitality and the Higher Education Academy.

Dedicated to enhancing the quality of tourism and hospitality education globally, Craig aims to position THE-ICE as the leading quality assurance agency in the sector by developing strategic partnerships and enhancing member benefits.

11:00am - 12:00pm

THE-ICE Research Grant Scheme (RGS) 2024

Presentation 1: Inclusive Education for People with Disability: Leveraging Insights from Hospitality School Enterprise and Industry-Led Innovations

Presenter: Dr Anita Manfreda



Dr Anita Manfreda, PhD, is a Senior Lecturer at Torrens University Australia with over a decade of professional experience in hospitality across Italy, Switzerland, and Australia. Specialising in ethnographic and high-engagement research methodologies, her work explores customer experiences and luxury consumption, focusing on the intersection of authenticity, luxury, and sustainability. Her research interests extend to positive organisational behaviour and psychology, with an emphasis on workforce competencies development, well-being, and thriving in hospitality. Recently, her work has examined these areas through the perspective of marginalised groups, including women and people with disabilities. Anchored in a commitment to creating a more equitable and sustainable industry, her broader research agenda seeks to understand how hospitality can play a catalytic role in shaping a more responsible and inclusive future, fostering practices that benefit both individuals and society as a whole.

Presentation 2: 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

Presenter: Mr Wyett White T Lee



Mr Wyett White T. Lee finished his master's on International Hospitality Management with the School of Hotel and Tourism Management at the Hong Kong Polytechnic University in 2019. He is currently a faculty member of the University of Santo Tomas (UST) College of Tourism and Hospitality Management, serving as one of the college's e-learning specialists focused on developing and training for the e-learning practices of the University. He is also a member of the UST Sentro Turismo, the college's research, innovation, and extension services arm focused on bridging the gap between the academe, the public sector and stakeholders of the tourism and hospitality industry through collaborative research projects.

1:30pm - 3:00pm

Panel 4: Ensuring All Voices are Heard - Involving All Stakeholders in the Quality Enhancement Process

Panel Chair: Professor Perry Hobson



Professor Perry Hobson, PhD is Director of BUas Academy for Tourism at Breda University of Applied Sciences. He was previously Professor of Tourism at Sunway University in Malaysia. He holds a Bachelor's degree from Oxford Brookes University in the UK, a Masters from the University of Massachusetts in the USA, and completed his PhD at Southern Cross University in Australia. He has been the Editor-in-Chief of the 'A' ranked and SSCI indexed Journal of Vacation Marketing for over two decades, and is a Board member of The International Centre of Excellence in Hospitality & Tourism Education (THE-ICE) accreditation body. He is a past-President of ApacCHRIE; a lifetime Fellow of CAUTHE, the Council of Australasian Universities for Tourism & Hospitality Education in Australia; and an Honorary Fellow of CHME, the Council for Hospitality Management Education in the UK.

Panellist: Dr Gulbahar Abdallah



Dr. Gulbahar Abdallah is the Head of Quality Assurance and Academic Partnerships at Al Rayyan International University College (ARIU) in partnership with University of Derby since February 2020. She first joined the university as an Academic Assistant in October 2013.

Between November 2014 and February 2020, she worked as a Quality Assurance Coordinator at the university. Prior joining the university Dr. Abdallah also worked as an assessor of Business and International Tourism dissertations at the University of Sunderland, England.

In 2011, Dr. Abdallah completed a BA in Business Administration at Cyprus International University, Cyprus. In 2011, she completed a MA in International Management studies at the University of Sunderland, UK, and completed her PhD at Leeds Beckett University, UK. As an area of personal interest, the PhD investigated female migration, emotional labour, and the hospitality industry in Qatar.

Dr. Abdallah has a high passion for Higher Education which is demonstrated in her role as Head of Quality Assurance and Academic Partnerships, while lecturing within the International Business Management, International Tourism Management, and International Hospitality Management Programmes at ARIU.

Panellist: Ms Julie Till



Julie Till is Director of Global Business Development at the Quality Assurance Agency for Higher Education. QAA is one of the world's leading quality assurance agencies with a history of providing impartial regulatory and collaborative quality assurance and enhancement. Working with international universities, government bodies and regulatory agencies, Julie's portfolio includes developing a pipeline of international projects including QAA's flagship global accreditation services. In collaboration with QAA's delivery teams, Julie has helped design a range of bespoke consultancy and training projects across the world at a system-wide and institutional level. During her time at QAA, she has also extended QAA's UK membership scheme to international higher education providers. Julie has been based in the Middle East for almost 30 years.