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AL RAYYAN  
INTERNATIONAL  
UNIVERSITY COLLEGE  
كلية الريان  
الجامعية الدولية



In partnership with



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DERBY

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

## Panel 3

1. What strategies can be used to shift the perception of quality control from a policing function to an empowering resource that drives innovation and improvement?
2. What role does student feedback play in a continuous quality enhancement approach in higher education, and how can it be effectively integrated into improvement processes?