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**Tourism and Hospitality  
Education (THE-ICE)**

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## THE-ICE 18<sup>th</sup> IPoE Forum 2025

### Symposium: An On-site Audit Through the Eyes of an Auditor

#### Dr John Fong

**Deputy Chair & Auditor, THE-ICE Assessment Panel; President, JF & Associates Global Consultancy**



Dr John Fong is the President of JF & Associates Global Consultancy that provides consulting services for the Education industry. His experience is diverse, having lived and worked in Asia, Australia, the Middle East and the USA, where he has specialised in a variety of fields such as Hospitality & Tourism, Business Development, Corporate Communications, International Relations and Law Enforcement.

He is most passionate about Education having been the President & CEO of a University, a Professor at both undergraduate and postgraduate levels, a published author and an academic reviewer for journals and textbooks.

Dr Fong is also the Past President of EuroCHRIE (European Council on Hotel Restaurant & Institutional Education), the peak academic body that represents Hospitality and Tourism Educators in Europe, Middle East and Africa. He is an Auditor of THE-ICE (The International Centre of Excellence in Tourism and Hospitality Education) and was previously elected as a Board Director. A sought-after speaker and thought leader, Dr Fong was acknowledged in 2018 by URS International and AsiaOne Magazine as one of Asia's Best CEOs. He was also recognised by EduTECH Asia with a Leadership award in 2019.