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

### Panel 2: Globalisation Trends and Cross-Cultural Competence in Tourism and Hospitality Education

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#### **Assoc. Prof. Dr Jorge Arnanz**

**Campus Dean, César Ritz Colleges, Switzerland**



Born and raised in Madrid, Dr Jorge Arnanz has a highly international academic background. He completed his BA in Tourism between Spain and France, pursued his MAs in European Tourism Management between the UK and France, and earned his Ph.D. in Integrated Tourism Management in Thailand.

Jorge has worked across various sectors of the travel industry, including international hotel chains in Spain and the UK, as well as Spain's largest travel company. From January 2011, he worked as a Travel Consultant for one of Spain's leading high-end travel companies catering to the North-American market. After completing an Advanced Course in Community Management in 2013, he took on the role of Social Media Manager.

In 2011, he earned a Bachelor's Degree in Primary English Teaching.

In January 2015, Dr Arnanz relocated to Thailand, where he began teaching English, Tourism & Hospitality, and Business Management-related subjects at a leading private university in Bangkok. From 2019 to 2021, he combined lecturing, consulting, and research with a departmental management position at the same university. Alongside his academic work, In 2017 he co-founded one of Bangkok's most popular Spanish restaurants, managing all marketing activities.

The latest step in his career took him to Switzerland in 2021, where he joined one of the world's top hotel management colleges as a Program Manager. He now serves as Dean and Associate Professor.