

## **Development conversation Master International Leisure and Tourism Management**

Date: 13 November 2019  
Subject: Integral approach accreditation

### *Introduction to the subject of conversation*

The academy is being confronted with several different accreditations. Current is the accreditation of the Master programme and the assessment of research. Next are re-accreditation of ICE–THE and DHO (special feature on sustainability). Hobeon will do the DHO re-accreditation.

Question: Is it possible to accredit an entire academy, instead of single programmes and only the research within the academy. A separate approach feels strange, especially within an academy where research and education are very interconnected.

### *Response of the panel members*

THE-ICE audited recently five Hotel universities in cooperation with NVAO. In addition to the NVAO standards a standard 14 was adopted: Excellence. This cooperation between NVAO and THE-ICE was successful.

A combination of different frameworks may complicate audits and it takes more time in preparation and the performing the audit. In case of more frameworks it is wise to look at the similarities between the frameworks. Obviously, it is easier to combine when the frameworks share similarities.

An advantage of the integral approach is that it might create a sense of unity for the entire academy. Time to process all the information. Keep the information separately.

The report of the accreditation of the NVAO might be accepted by other bodies as a recognition of quality, providing not too much time has passed between the visitations.

Advise concerning the benchmark: look for a partner that has maintained Tourism as a programme. Tourism as a programme is still popular, but some universities have chosen to shift to other areas.