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Dr. Chris Bottrill is the Director, International and Acting Dean of Fine and Applied Arts and Capilano University. Dr. Bottrill is also the elected Chair of the Pacific Asia Travel Association (PATA), a global organization based in Bangkok with a network of over 7,000 members including governments, airlines and airports, universities, and hundreds of private sector operations. He has a background of academic and applied experiences having taught a wide array business, tourism, and adventure management fields in universities in Canada, New Zealand, USA and Austria, and completing over 50 applied business and community projects around the globe. His current and recent activities include directing the acclaimed Capilano University and Hanoi Open University Vietnam Community Tourism project aimed at protecting ethnic hill tribe cultures through tourism, leading a Pacific Asia study on Indigenous Tourism and Human Rights, and designing and facilitating seven youth symposiums with over 20 universities in the Asia Pacific over the past four years. Chris has presented on tourism related topics at conferences and forums in China, Canada, USA, Russia, Finland, New Zealand, Vietnam, Malaysia, India, and Cambodia.

QUALITY ASSURANCE AND DISRUPTION IN OUR SECTORS – WHAT SHOULD CHANGE?

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ABSTRACT

Quality assurance is an essential component of institutional management and the scope and design of quality assurance varies depending on jurisdiction, legislation, evolution, governance, programming content and a variety of other factors. Strong quality assurance involves transparency and accountability and effectively tells the story of how well an institution is run and to what extent it delivers on its promise to provide a quality education. One challenge is that traditional methods of quality assurance are aligned with traditional university practices of research and credential completion however there are various disruptive elements occurring in the sectors and society we serve and this may change the type of education that we need to provide. Quality assurance may require different measures and approaches in certain sectors to assess teaching excellence, student success and institutional effectiveness. This presentation explores the various disruptive elements at play and how traditional quality assurance measures that evaluate and rank performance may benefit from additional and alternative approaches that align with evolution in the sectors we serve.
