

Workshop on Quality Assurance in Higher Education  
Batumi, September 25-29, 2017



# ACCREDITATION IN PRACTICE: ANVUR & UNWTO Tedqual

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Programme Manager  
International Study Programmes



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
SCUOLA DI ECONOMIA, MANAGEMENT E STATISTICA

## Agenda

- Aim of the seminar
- QA for a degree programme
- Accreditation
- Audit (how it works, results, evaluation)
- UNWTO TEDQual Certification

## Accreditation of Univeristy and Study programmes

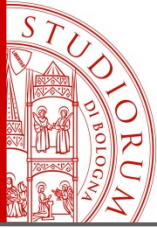
- **Initial accreditation:** Confirmation from the Ministry (MIUR) to activate sites and degree programmes. It involves the verification of requirements given by ANVUR, in terms of evaluation of teaching/learning activities, structural facilities, organizational requirements, faculty and research quality;
- **Periodical accreditation** of sites and degree programmes: evaluation of quality, of efficiency and effectiveness of the requirements, according to the activities carried on.
- Every 5 or 3 years, and it is based on the maintenance of the requirements

**Certification is assessed by the Ministry**

## Initial accreditation: activation of a study programme

### ➤ Guidelines and documents:

- ✓ University policy and planning: strategies and sustainability of the teaching offer as stated in the **University regulation**.
- ✓ Design of a Study programme: explanation of the reason to approve a new Study programme, and how the new programme is in line with the strategic plan of the University of Bologna (**action plan**).
- ✓ Authorization from MIUR to activated Site and Study programme, according to possession of stated requirements (DM 987/2016).



## QA of a Study programme

- University General Statute, Teaching regulation, further regulations
- Planning, management and self-assessment of the Study programme: collegial and individual Boards, Departments, Schools, Faculty-Students joint Committees, Academic Bodies (Senate, Board of Governors) and Evaluation Group
- According to DM 47/2013 the University of Bologna has a **University Quality Division** for the support, supervision and to carry out QA policies.

## Initial accreditation requirements

a) Transparency – Action plan sheet and Administration section

b) Faculty

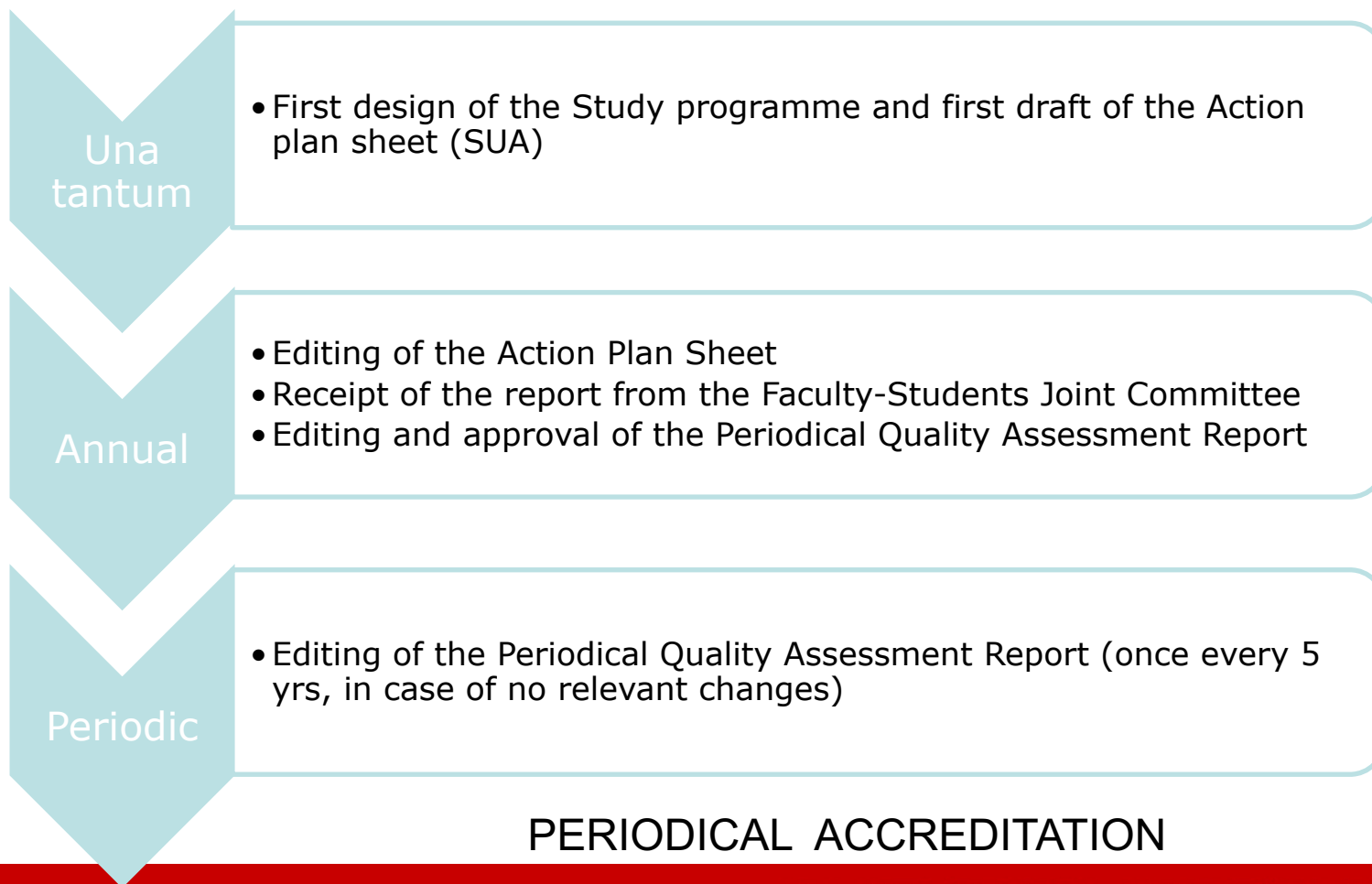
c) Organizational - how many teaching activities? Same credits in different study programmes of the same class?

d) Structural: classrooms, labs, libraries...

e) QA system: documents to be submitted to ANVUR, students opinions, students nr, graduates, Action plan Sheet, Periodical quality assessment report

## QA Cycle of the Study programmes

### INITIAL ACCREDITATION



Annual confirmation for Study Programmes already approved in previous academic years

### PERIODICAL ACCREDITATION

## Periodical accreditation: ANVUR (AVA System)

- ✓ 4 quality requirements (QA annex C DM 987/2016)
- ✓ The requirements define the fundamental principles for a QA system
- ✓ The requirements are based on **ESG 2015**
- ✓ Each one of the 4 requirements is divided into indicators
- ✓ For each indicator there are one or more relevant points to facilitate the evaluation, like dividing specific **players** (Government authorities, Study programme Council, Department... ) and **users** (faculty, students, TA, stakeholders)



## **AVA system** (Self-assessment, periodical Evaluation and Accreditation)

This system aims at **enhancing** the quality of teaching and researching, of the activities of the third mission, with the application of a QA model based on **internal procedures** of planning, managing and evaluating scientific and teaching activities, and also about **the external evaluation**, provided in a clear and transparent way.

## AVA objectives

- Make sure that Higher Education Institutions in Italy provide **evenly quality** service, appropriate for their users, and for the entire society;
- University must have a **responsible and reliable independence** in the use of public resources, and in the behaviors of individuals, when it comes to education and research.

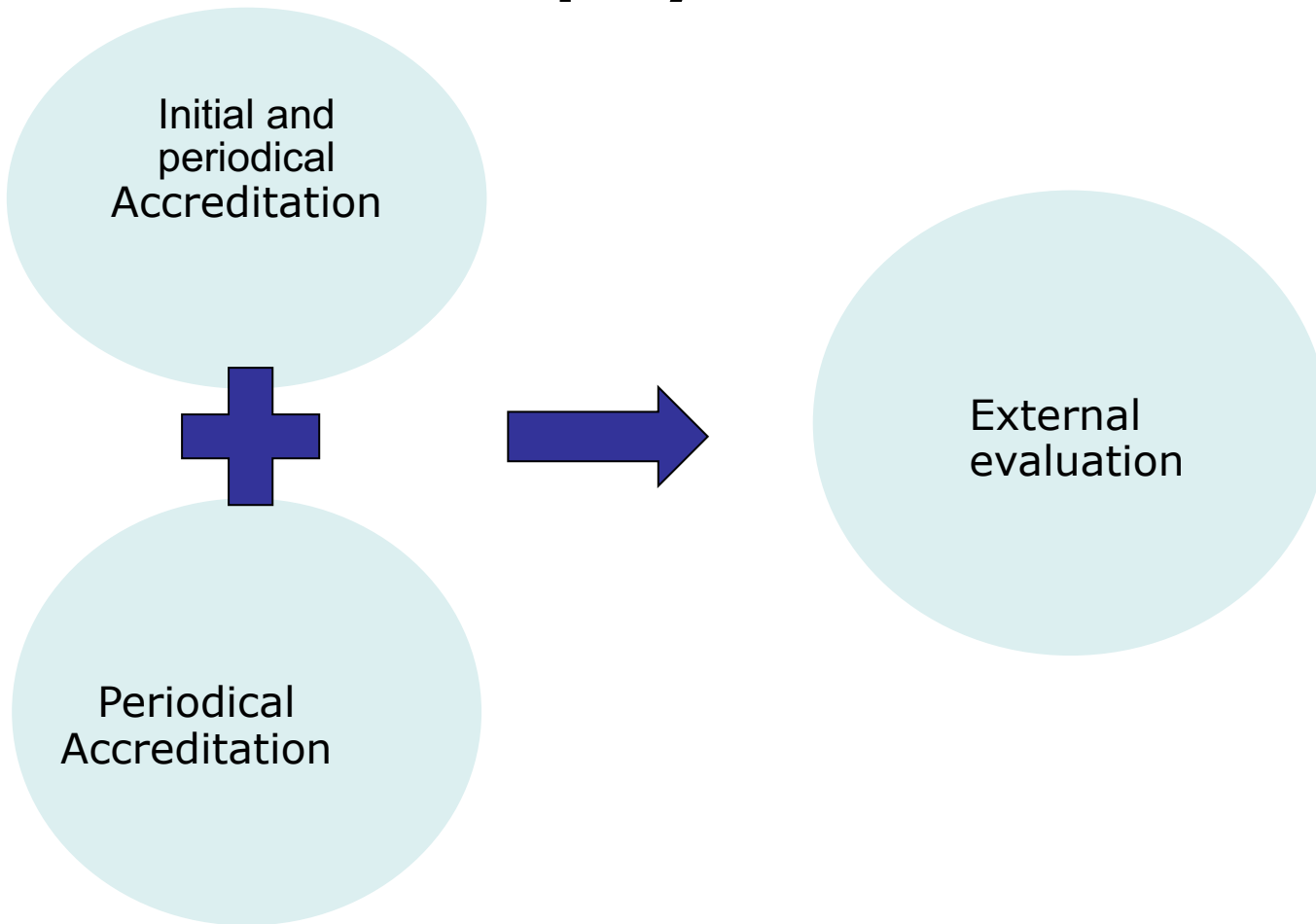
## AVA - How does it work?

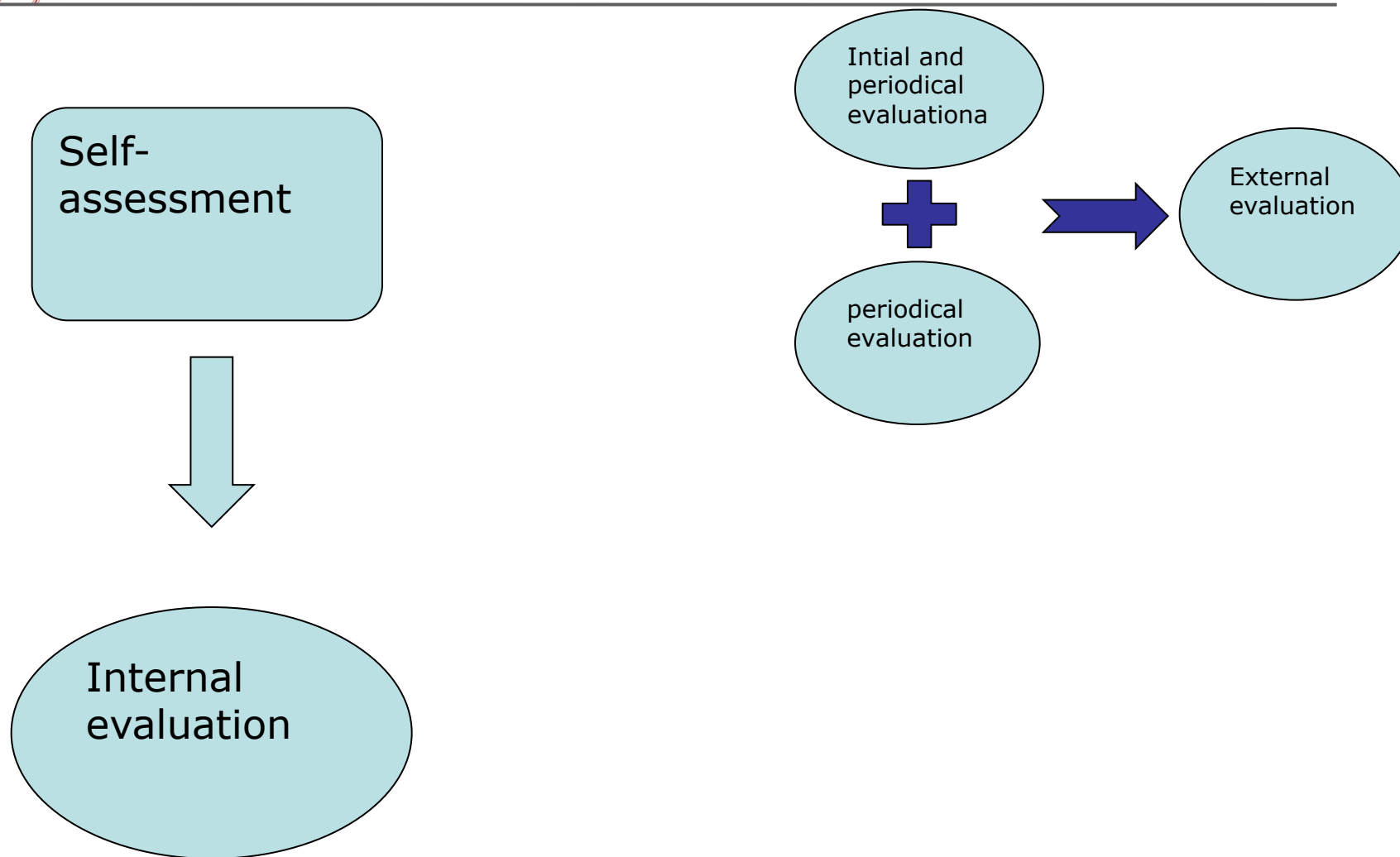
**Self-assessment** and internal evaluation are institutional activities and must follow methods, criteria and indicators arranged by every University according to **guidelines provided by ANVUR.**

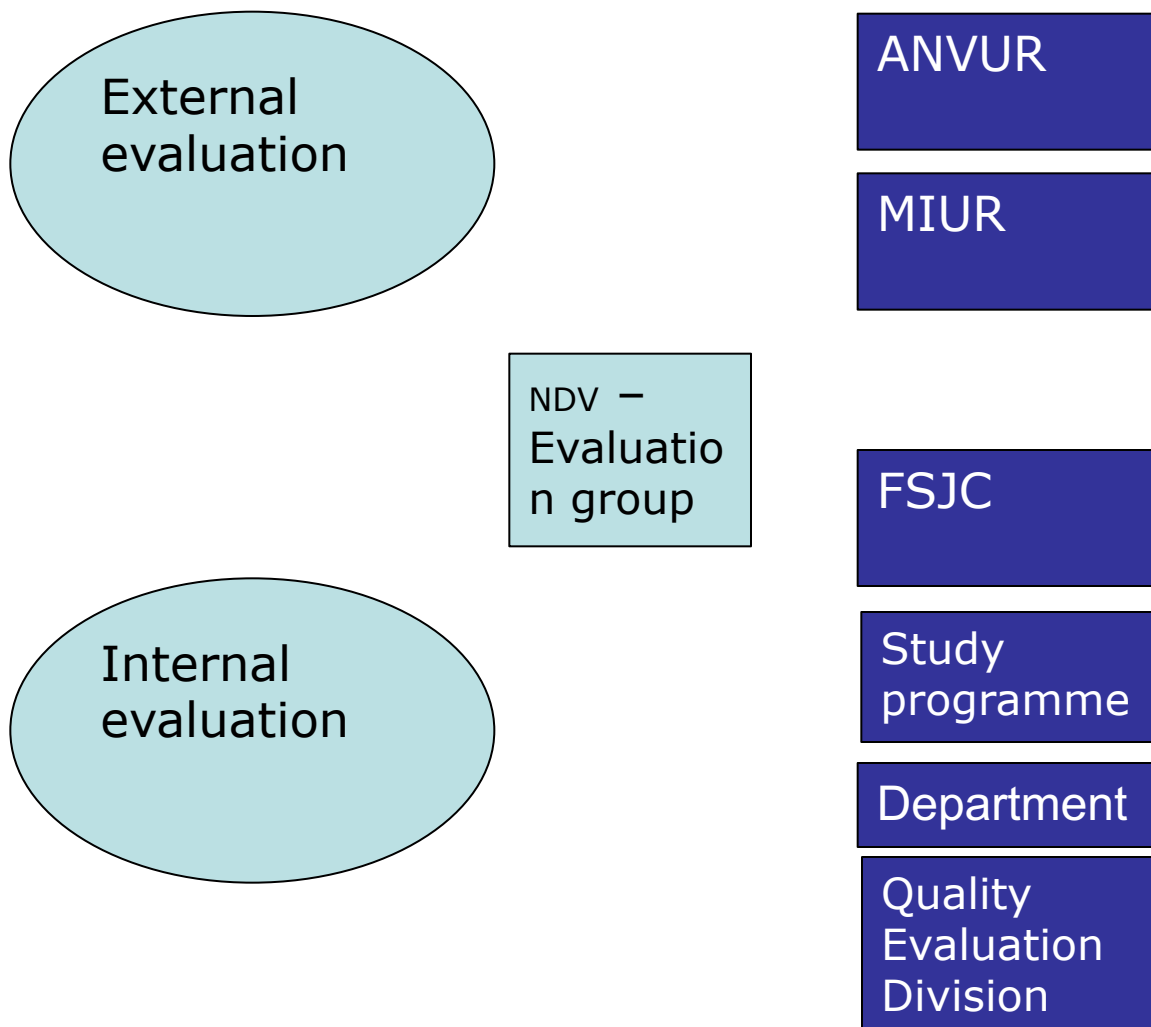
**Evaluation:** ANVUR duty is to conduct the **periodical evaluation** of every single University in Italy, regarding efficiency, economic-financial sustainability of activities, and of results reached in education and research, according to procedures, criteria and indicators.

**Accreditation:** the process where a third party confirms competence and tools to do specific tasks.

## AVA Phase and AVA players







## Periodical accreditation and quality requirements

### R1 - SITE

Vision, strategies and University policy about quality in teaching/ learning and researching

### R2 - SITE

Strategies and University policy. Evaluation of the internal QA system

### R3 - STUDY PROGRAMME

Quality of the degree programmes

### R4 - SITE/ DEPARTMENT

Quality of the research and third mission

## **R1** - Vision, strategies and University policy about quality in teaching/learning and researching

### **Goals to be reached:**

- The University must have a solid and coherent system for QA in teaching/learning and research, as: **responsibility towards external stakeholders** and **enhancement of the activities**;
- the system must provide clear **public documents** as guidelines and **strategic planning**
- Coherence between strategic vision, the objectives centrally stated, and the strategies to reach them;
- Internal planning, means a better use of teaching/learning and researching potentials of the faculty, the results and their periodical evaluation, together with the application of improvement actions.

### **3 indicators and 10 points**



# R1 - Vision, strategies and University policy about quality in teaching/learning and researching

## INDICATORS

## OBJECTIVES

## FOCUS

R1.A

**Strategic plan** of the University, where students play an active role, supported and managed by the Institution, with periodical examinations to check the effectiveness.

1. Strategic policy of the University in terms of teaching and research quality.
2. The architecture of the University QA system
3. Revision of the QA system
4. Students' role

R1.B

The University uses appropriate policies in terms of planning, upgrade and revision of the degree programmes, according to students needs

1. Admission and students' career
2. Planning of the teaching offer
3. Planning and upgrade of degree programmes

R1.C

The University guarantees the up-to-date competence of the faculty, the sustainability of the workload, and of the HR to support all institutional activities

1. Recruiting and quality of the faculty
2. Structures and support facilities related to teaching/learning and research
3. Sustainability of teaching activities

## **R2** - Strategies and policies

This requirement measures the effectiveness of the QA system, regarding both **internal responsibilities and communication strategies**, and interactions between structures involved, and the evaluation management, in charge of self-assessment processes of a Department and/or a Study programmes.

## **2 indicators and 2 focus points**

## R2 - Strategies and policies

INDICATORS

OBJECTIVES

FOCUS

R2.A

The University has an effective evaluation system and data collection, according to the QA

Management and supervision of the information flow between structures

R2.B

Self-assessment, periodical evaluation of the Study programme

Self-assessment of the Study programme, and evaluation by Evaluation Group

## **R3 – QA of a degree programme**

The indicator R3 focuses the attention on how the study degree provide the quality of the teaching activities

- ✓ Study programmes must have an independent and effective self-assessment activity, in order to face problems (eventually), gathering opinions among internal players, students opinion, employment rate
- ✓ Study programme must find solutions to problems
- ✓ Capability of interaction between different players (internal and external)
- ✓ Students' support about methods to acquire basic knowledge
- ✓ Adequate structure and facilities

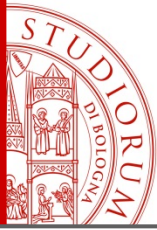
INDICATORS	OBJECTIVES	FOCUS
R3.A	The study programme defines the cultural and professional profiles to be and coherent teaching activities	Define Placement profile Coherence between profile and learning outcomes Advisory council
R3.B	The Study programme promotes a student centred teaching activities, using up-to-date methodology and verifies the acquired competences	Orienteering and tutorship Entry requirements and debit Flexible path Internationalization Assessment methods
R3.C	The Study programme sets and adequate faculty and Administrative Staff, offers facilities to students using enough structures for teaching activities	Quality of faculty Structures and facilities to support teaching and learning
R3.D	The study programme must be able to accept critical aspects and be able to adjust and find the right solution	Cooperation of students and faculty External experts Revision of teaching offer

## **Periodical accreditation – documents**

### **Off site evaluation by ANVUR**

- Action Plan Sheet (report about a specific academic year) +
- Annual Quality Assessment Report +
- Periodical Quality Assessment Report =

Definition of a correct and effective performance of the QA system of the degree programme and the effectiveness of the actions undertaken.



# Audit and Accreditation

- The whole University is involved
- In particular for Bologna University: 15 study programmes and 3 Departments selected by ANVUR (randomly chosen)
- Faculty, students, administrative staff
- Given evaluation criteria

## Selection procedure

- 15 study programme: wide range of disciplinary areas, BAs and MAs. Considering students performances.
- 3 Departments: at least one of those where the study programme are connected
- When do we know about the in situ visit? 5 months in advance (June)



## Committee of Experts in Evaluation - CEV

### ➤ **Composition:**

- Expert of the system (R1, R2)
- Experts in the disciplines (R3)
- Students expertise

### ➤ **Tasks:**

- Examination off site
- Participation in site visit
- Editing the report and collective approval

## Verdict about study programme

- Every study programme receives a proposal of accreditation, or non accreditation according to to the sum of all points received according to R3 (QA of a degree programme).
- The University receives an evaluation sheet with:
  - Points for each indicator
  - Verdict
  - Advices, recommendation, and conditions (duly motivated)

**Final opinion** about evaluated study degrees takes into consideration specific given points

Points	Opinion
9 or 10	activities are excellent in terms of results and can be suggested to other Universities
7 or 8	activities are good
6	activities do not present critical aspects

**Points equal or lower 5 present critical aspects**

4 or 5	activities might lead to critical aspects and the CEV will provide «advices»
< 4	suggested activities are very likely to have critical aspects and CEV will not approve the report, without «conditional» opinion

Level	Opinion	Results
A	Very positive	Periodical accreditation valid 5 yrs
B	Very satisfying	Periodical accreditation valid 5 yrs
C	Satisfying	Periodical accreditation valid 5 yrs
D	Conditional	Temporary accreditation. Conditional to the satisfaction of the adjustment to be met, within the given deadlines, or the result will turn into «unsatisfactory»
E	Unsatisfactory	Shut down

## Results in other Italian Universities

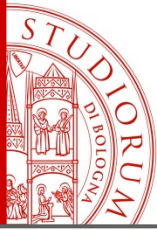
Università Telematica San Raffaele Roma	D – CONDIZIONATO
Università Telematica eCampus	D – CONDIZIONATO
Università di Torino	<b>B - PIENAMENTE SODDISFACENTE</b>
Libera Università degli Studi Maria SS. Assunta (LUMSA)	D - CONDIZIONATO
Università degli Studi di Enna "Kore"	D – CONDIZIONATO
Università Campus Bio-Medico	C – SODDISFACENTE
Università degli studi Niccolò Cusano	D – CONDIZIONATO
Università degli Studi della Tuscia	<b>B - PIENAMENTE SODDISFACENTE</b>
Università telematica Unitelma Sapienza	D – CONDIZIONATO
Università degli studi di Modena e Reggio Emilia	C – SODDISFACENTE
Università degli studi di Macerata	<b>B - PIENAMENTE SODDISFACENTE</b>
Università degli studi di Siena Stranieri	C - SODDISFACENTE
Università degli Studi del Molise	D – CONDIZIONATO
Università degli studi di Camerino	<b>B - PIENAMENTE SODDISFACENTE</b>
Università Telematica Internazionale UNINETTUNO	<b>B - PIENAMENTE SODDISFACENTE</b>
Università degli Studi dell'Aquila	C – SODDISFACENTE
Università degli Studi di Perugia	C - SODDISFACENTE

## In site visit

- All the meetings take place during **1 single day**, according to a given schedule, duly notified to ANVUR, with names of all participants, and will involve:
  - **University** main bodies: Rector, General Director, University Quality Division, Evaluation Group.
  - **Teaching and learning representatives:**
    - Study programme delegates
    - Administrative staff for all facilities
    - Students in class
    - Faculty-Students Joint Committee
    - Administrative staff
    - Advisory Council
    - Faculty

## Why the evaluation?

- The aim of the evaluation process:
  - ✓ make clear what we do very well
  - ✓ Have a feedback about what could be improved
- We cannot take for granted:
  - What we do, but we do not evidence with documents
  - What evidence we have, but we miss to communicate
  - What evidence we have, but miss to do
  - What we communicate, but ineffectively
- How to value what we have: making clear that all players (faculty, students, administrative staff) are committed to improve in quality activities



## What can we do to reach a positive results?

- Disseminate information and get updated
- Take advantage of the audit to show the positive aspects of our job
- A quality work will improve the organizational learning abilities: the same learning abilities will remain even when people change





## WHAT IS THE UNWTO TEDQUAL?

- Implementing the work programme on **Education and Training** of the World Tourism Organization (UNWTO)
- Objective: supporting Member States in the formulation and implementation of **educational policies**, plans and instruments which effectively contribute to an **improvement in the quality**, competitiveness and sustainability of the tourism sector through excellence in education and training.
- Governed by Board of Trustees: representatives from the UNWTO and the Government of Andorra. UNWTO is responsible for the management and administration of the Foundation.

## What is the UNWTO.TedQual Certification System

- Voluntary nature that seeks to facilitate the continual improvement of tourism education, training and research programmes through the definition of a set of **minimum standards of quality** for tourism education.
- The system takes into consideration **five areas of analysis** that evaluate internal and external aspects of the Programme:
  1. the **coherence** of the plan of studies;
  2. infrastructure and pedagogical support;
  3. policies, tools and support mechanisms for **administrative management**;
  4. the existence of **transparent mechanisms** for the selection of the faculty and favourable conditions for their professional development;
  5. the relevance of the **content of the programme** of studies with respect to the needs of the tourism sector.

## Steps to obtain the certification

1. Request for information
2. Pre-registration: We wish to register for the ***UNWTO.TedQual Certification System***

### **3. Admission to the audit process**

Upon receipt of the pre-registration form and payment have been received, the UNWTO.Themis Foundation will assign an independent expert – who is part of the UNWTO.TedQual auditor team – to carry out the audit of the corresponding tourism education, training and/or research programmes.

### **4. Audit**

In accordance with the timetable and conditions established, the audit will be carried out. The Institution must provide the necessary documents and facilitate, as agreed, the performance of the audit. All information will be treated with utmost confidentiality.



**UNWTO.TEDQUAL CERTIFICATION PROCESS**

**SELF EVALUATION**

**Summary Information on the Particulars of the Tourism Educational Programme  
in Process of Certification**

*(Maximum number of pages to be fill out: 50 pages)*

**I. GENERAL INFORMATION**



Name of the Institution/Programme
Brief Description of the Programme
Brief description on the type of educational system
Brief description on the type of accreditation received by the Programme

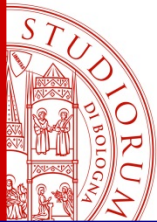
**II. INFORMATION BY AREA OF ANALYSIS**

Area of analysis N°1

The Employers: Public and Private Sector

1.1 INCLUSION OF THE EMPLOYERS NEEDS in defining the mission, action plan and curriculum content	
1.1 a) Mission	
1.1b) Action Plan	
1.1 c) Curriculum content	

1.2 ADAPTATION OF THE PROGRAMME TO NEW TRENDS AND REQUIREMENTS OF THE EMPLOYERS.	
1.2 a) Existence of monitoring mechanisms to assess needs	
1.2 b) Adjustment actions	



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Area of analysis N°2

The Student

**2.1 COMMUNICATION AND PROMOTION OF THE PROGRAMME (BEFORE AND DURING THE ADMISSION PROCESS)**

**2.2 INTRODUCTION OF THE STUDENT IN THE PROGRAMME (POST ADMISSION)**

**2.3 ATTENTION GIVEN TO STUDENTS' NEEDS – ADMINISTRATIVE, ACADEMIC, SOCIAL WELFARE AND CURRICULUM SUPPORT**

**2.4 ASSESSMENT OF THE STUDENT'S PERFORMANCE**

**2.5 EVALUATION OF STUDENTS' SATISFACTION LEVEL REGARDING THE PROGRAMME AND ADDITIONAL SERVICES**

**2.6 FOLLOW-UP OF GRADUATED STUDENTS**

Area of Analysis N°3

The Curriculum and Pedagogical System

**3.1 METHODOLOGY USED TO FORMULATE THE CURRICULUM**

**3.2 CURRICULUM COHERENCE**

**3.3 EFFECTIVENESS OF THE PEDAGOGICAL METHOD**

**3.4 EXISTENCE, ACCESS AND USEFULNESS OF THE CURRICULUM SUPPORT FACILITIES**

3.4 a) *Infrastructure and pedagogical equipment*

3.4 b) *Infrastructure and equipment for pedagogical support and additional services*

3.4 c) *Support measures for the safety and maintenance of pedagogical resources*

III. INFORMATION REGARDING THE INCLUSION OF THE PURPOSES AND PRINCIPLES  
OF THE GLOBAL CODE OF ETHICS FOR TOURISM INTO THE PROGRAMME

**1. The Employers**

1. Did your institution/programme consider the principles of the Global Code of Ethics for Tourism in formulating the mission and the action plan?
2. Does the institution/programme collaborate with the public/private sector in the implementation of the principles of the Global Code of Ethics for Tourism? If yes, please give examples.

**2. The Student**

1. In the admission of students, does your institution/programme respect the equality of people (sex, race, religion, political view, etc.)? Does your institution/programme promote the admission of the most vulnerable groups (persons with disabilities, ethnic minorities, indigenous people, etc.)?
2. Does your institution/programme promote understanding and respect among students? Please give some examples.
3. Does your institution/programme promote the mobility of students?
4. Does your institution/programme evaluate students on knowledge, skills and values? Please give examples.
5. According to Article 5 of the Global Code of Ethics for Tourism "Tourism professionals (...) should carry out studies of the impact of their development projects on the environment and natural surroundings". Do you ask the students of your institution/programme to carry out studies about tourism in your country/region or to be part of any cooperation for development activity?
6. Does your Institution/Programme have programmes that strengthen ethic values on the students' behaviour? Please give examples.

**3. The Curriculum and Pedagogical System**

1. How does the curriculum contain the principles of the Global Code of Ethics for Tourism: (a) as a transversal issue in all subjects, (b) as a specific subject about ethics or (c) both?
2. How does your institution/programme inform the students and professors about the principles of the Global Code of Ethics for Tourism (seminars, specific classes, brochure, etc.)?
3. What is the pedagogical method used to teach the principles of the Global Code of Ethics for Tourism to the students? Do you think the students might remember the principles and are they able to apply them once they leave the institution? How do you ensure that this knowledge is acquired?

**4. The Faculty**

1. What is the admission process of your Institution/Programme regarding Faculty? Does your Institution/Programme respect the equality of people (sex, race, religion, political view, etc.)?
2. Does your institution/programme promote equity of gender among the Faculty members? Please give examples.
3. Does your institution/programme promote understanding and respect among the Faculty members as well as between them and the students and other staff members?
4. Does your Institution/Programme promote the mobility of Faculty abroad (to study or to be trained)?
5. Does your Institution/Programme have programmes that strengthen ethic values on the Faculty and other staff members? Please give examples.
6. Does the Faculty of your institution/programme carry out studies about tourism in your country/region?

**5. The Management**

1. Does your institution/programme respect economic, social and cultural environment and transmit the same to the students, professors and local community? Please, give examples
2. Does your Institution/Programme observe and respect the social and cultural traditions of all peoples, including minorities and indigenous people? Does your programme promote their integration and teach students respect towards everyone?
3. Does your Institution/Programme help other Institutions/Programmes of least developed destinations to create/update their tourism programmes using as reference the principles of the Global Code of Ethics for Tourism while developing their mission, action plan, curriculum, etc.?

## 5. Certification

After having performed the audit, the auditor will send the report to the UNWTO.Themis Foundation, which in turn will refer it to the TedQual Certification Committee for evaluation. Once the Committee has concluded its evaluation, the UNWTO.Themis Foundation will prepare the **post-audit report** and inform the institution of the results.

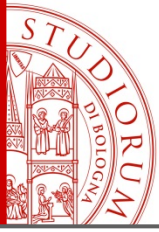
If the outcome is **successful**, the programme obtains the **UNWTO.TedQual quality label** for a period to be defined by the UNWTO.TedQual Certification Committee.

If not, within a maximum period of 6 months a re-audit can be conducted. Regardless of the results the UNWTO.Themis Foundation will send a post-audit report with the corresponding recommendations.

## Benefits

- ✓ The only international quality certification issued by UNWTO for higher tourism education, training and research programmes.
- ✓ Use of the **UNWTO.TedQual logo** on official stationery, promotional materials and documents accrediting the Programme.
- ✓ It entails **international promotion** of the Institution and its programmes through UNWTO's various communication tools and mechanisms.
- ✓ Part of the UNWTO.TedQual Network – a platform where Institutions share knowledge, good practices and technical support, and therefore, being included in specific programmes





# Workshop on Quality Ass Batu

[www.team.unibo.it](http://www.team.unibo.it)

## Periodical Newsletter

World Tourism Organization (UNWTO) <unwtoam@unwto.org>  
mer 25/03/2015 18:11

A: Valeria Macchini;

- Per proteggere la tua privacy, alcuni contenuti del messaggio sono stati bloccati. Per rilasciarli, [fai clic qui](#).
- Per visualizzare sempre il contenuto proveniente da questo mittente, [fai clic qui](#).

3 allegati

- Brochure\_Un...pdf
- Locandina\_I-...pdf
- Locandina\_TE AM.pdf

Scarica tutto

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Madrid, 25 March 2015

Dear Affiliate Member,

Following the request of our Affiliate Member, [Alma Mater Studiorum, Università di Bologna](#), we are pleased to circulate the attached information on their behalf for your consideration.

As one of the objectives of the Affiliate Members Programme is to facilitate networking and information exchange among our members, please contact us at [unwtoam@unwto.org](mailto:unwtoam@unwto.org) if you would like us to distribute relevant information about your organization and its initiatives among the rest of the Affiliate Members.

Warm regards,

The Affiliate Members Team

## UNWTO.TedQual Exchange Programme

- ✓ **Internship** opportunities for students and professors at UNWTO.TedQual Institutions and at the UNWTO.Themis Foundation;
- ✓ **Scholarship** opportunities for the “Tourism and International Cooperation for Development” university course;
- ✓ Participation in joint **research projects**;
- ✓ Participation, as editor/author, in the **UNWTO.TedQual Publications**;
- ✓ Participation in the UNWTO.TedQual Worldwide **annual event**;
- ✓ Support from UNWTO (Participation and dissemination of information) for the organization and holding of **conferences** and other activities carried out by members of the UNWTO.TedQual Network.

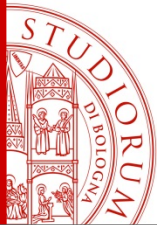


## **UNWTO.TedQual Mentoring Programme**

- ✓ Participation in cooperation-for-development projects in less-developed countries with the aim to support the creation or improvement of their study programmes.

## **Other UNWTO Activities**

- ✓ Database normally used by UNWTO for its calls-for-tenders;
- ✓ Support the work, related to tourism education, of Member States and Sister Organizations within the UN Family.



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Andorra la Vella, 15 October 2014

Paolo Figini  
Università di Bologna. Faculty of Economics in Rimini  
Italy

Ref. Results UNWTO.TedQual Renewal Certification Process

Dear Mr. Figini,

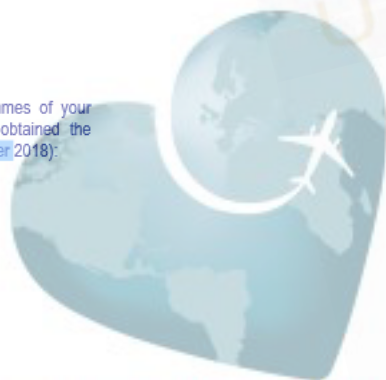
It is our pleasure to inform you that the following Higher Tourism Education Programmes of your Institution, Università di Bologna. Faculty of Economics in Rimini, have successfully obtained the UNWTO.TedQual Certification for a time period of four years (14 October 2014 to 13 October 2018):

- > Bachelor in Tourism Economics (CLET)
- > MSc in Tourism Economics and Management (TEAM)

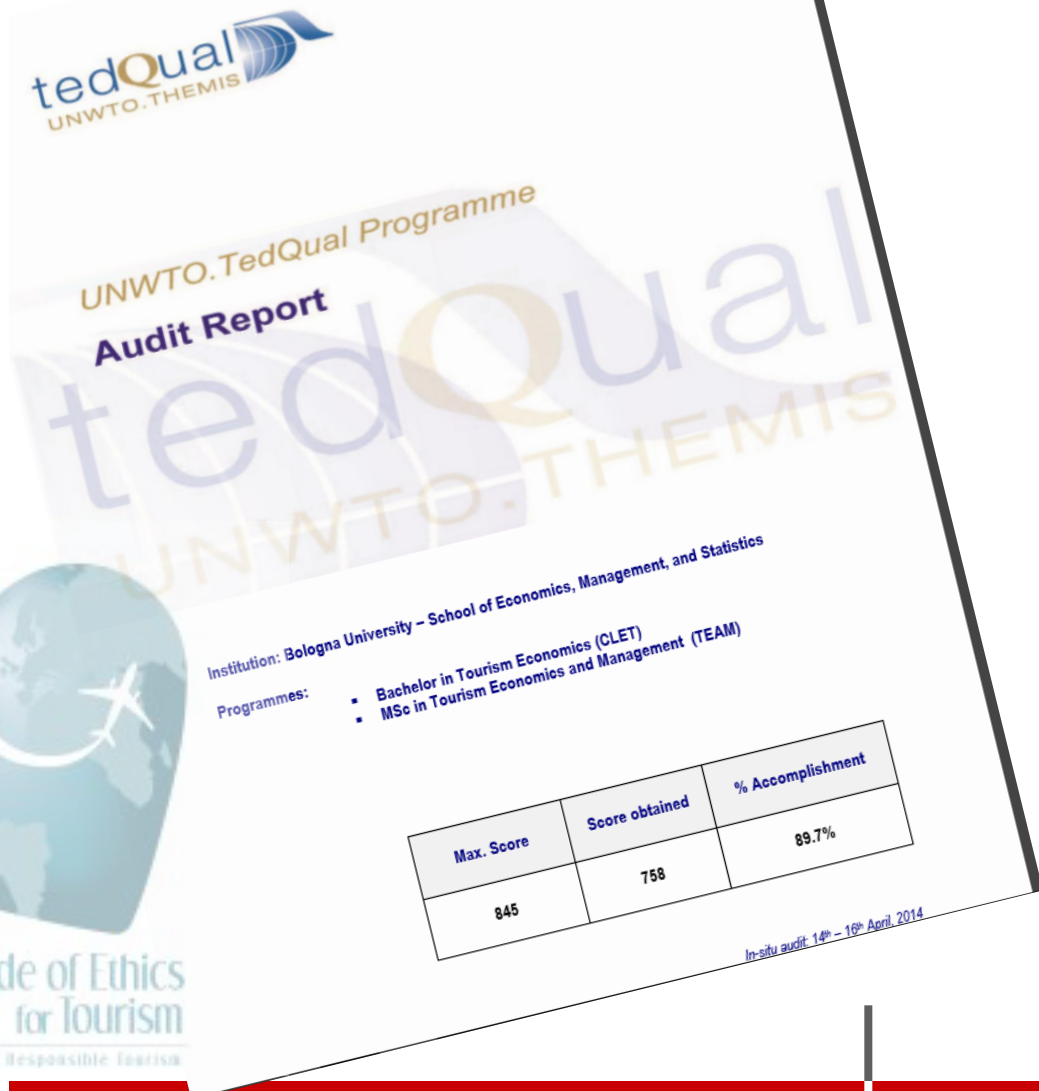
The corresponding accreditation diploma and audit report will be sent shortly.

Congratulations on the result!

Lucy Garner  
UNWTO.TedQual Programme  
UNWTO.Themis Foundation – World Tourism Organization



Global Code of Ethics  
for Tourism  
For Responsible Tourism



## UNWTO.TedQual Programme Audit Report

tedQual  
UNWTO.THEMIS

Institution: Bologna University – School of Economics, Management, and Statistics  
Programmes:

- Bachelor in Tourism Economics (CLET)
- MSc in Tourism Economics and Management (TEAM)

Max. Score	Score obtained	% Accomplishment
845	758	89.7%

In-situ audit: 14<sup>th</sup> - 16<sup>th</sup> April 2014



**Valeria Macchini** – Programme Manager  
Campus of Rimini  
[valeria.macchini@unibo.it](mailto:valeria.macchini@unibo.it)