



## *From the Dean's Desk*

Welcome to the tenth communique "From the Dean's Desk", the first communique of 2019. This is the platform utilized to share new initiatives, ideas and news of note with you on a bi-weekly basis. For the New Year we're going to be taking a look at our unique programs and our people, and what makes them exceptional. But first, I wanted to share with you our unique way of educating the future leaders of the Hospitality industry.

The Merriam-Webster Dictionary defines Hospitality as "the friendly and generous reception and entertainment of guest, visitors, or strangers". It further goes on to define Hospitality with words like "welcoming" "helpfulness" and "bountifulness". It's that bountifulness that has really shaped the current state of Hospitality. This industry extends beyond the traditional hospitality operations including hotels and resorts, foodservice and restaurants, events and catering, tourism attractions, and transportation, into other areas across the continuum of hospitality industry, from the hedonic aspect of hospitality such as entertainment management, to the utilitarian aspect of the hospitality, represented by senior living and health care management. To a certain extent, Hospitality in many parts of the world is not treated as an industry, rather, it is treated as a culture of supporting business operations, and as such, we have to align our curriculum to embrace the change and continue to be the innovator and trailblazer in defining and leading hospitality education and research. We have to make sure that our students are not only equipped with the knowledge, skills and ability needed to perform a specific task, but equally importantly, the attitude and care they demonstrate while performing a job.

In addition to covering the business foundations, we offer a variety of unique courses to ensure a well-rounded education for our students. For example, we teach courses in wines of the world. We are educating our students' palates to understand what the discerning guest would like to drink with their meal. We teach courses in SMART tourism technologies which are transforming the way business is conducted and affecting how future consumers are making decision. Guests are using their mobile devices and more often in-room accommodation-provided tablets to book experiences like massages, golf, kayaking, sunset dinners, pipe in their favorite music through artfully concealed speakers, set the temperature in their steam-enhanced showers or simply set a do-not-disturb notice for un-interrupted rest and relaxation. Guests are seeking a higher level of service quality, exclusivity and personalization for their satisfaction. This trend in consumer behavior will be the driving factor for Hospitality higher education and its evolution in the coming years.

The future leaders of the Hospitality Industry must be engaged with technology from how a leisure seeker books their travel, to how they experience it and the reviews they will give upon returning home. We teach entertainment management courses. Guests want the thrill of live bands, exceptional sporting events, theater and more. Our students know how to manage entertainment. We have 16 semester-long Study Abroad programs with universities around the globe and several short-term programs that take students on a "Taste of Europe", to "Experience Asia", or on board a cruise ship where they get practical hands-on experience and cultural exposure. Rosen College is among the top five Hospitality Management Colleges in the World and with our ever-evolving educational practices we will remain in good-standing because the business of Hospitality never goes out of style.

*Youcheng Wang*

Youcheng Wang, Ph.D.  
Dean, Rosen College of Hospitality Management

Volume 10, 1-18-19

