From the Dean's Desk

Welcome to the thirteenth communique "From the Dean's Desk". This is the platform utilized to share new initiatives, ideas and news of note with you on a bi-weekly basis. In 2019, we're looking at our unique programs, our people, and what makes them exceptional. This communique focuses on the Rosen College **technology initiatives as it relates to tourism and hospitality.**

Rosen College is embracing cutting-edge technology, smart business initiatives and collaborative partnerships that will fill a gap in the hospitality industry. We are producing professionals who are not only tech savvy but understand the domain of hospitality operation as an essential discipline. Our campus is home to the **Hospitality Technology and Innovation Lab** that provides training programs for our students and industry partners, increases student interest in the field of technology and provides a test-bed and evaluation services for products that the hospitality industry is implementing in real-life guest services.

From May 1-4, 2019, UCF [Rosen College](#) of Hospitality Management and [the College of Engineering and Computer Science](#) are demonstrating how SMART we are. The two colleges, in a collaborative, interdisciplinary partnership, are teaming up to host the **1st International Conference on SMART Tourism, SMART Cities and Enabling Technologies**. We're calling it **The SMART Conference** as SMART is the only way businesses will be organized and operated in all industry, particularly the hospitality and tourism industry. The conference will provide an interactive worldwide forum for attendees from academia, industry and government to share and discuss

Within the walls of Rosen College, our professors are teaching SMART. Our faculty members deliver courses to our students to engage them in cutting-edge technologies. These students, the future leaders of the hospitality and tourism industry, will use their knowledge in this emerging field to impact lives and economies that utilize SMART. They will be the problem-solvers of the future, providing the ways and means to enhance quality, performance and interactivity in their environments. The most recent highlight in this effort is the **M.S. in Travel Technology and Analytics** jointly offered by Rosen College of Hospitality Management and the College of Engineering and Computer Science targeted for Fall 2020. This program is positioned to produce highly demanded industry professionals who not only have sufficient technology background but

research and state-of-the-art real-world applications of intelligent technologies.

We've invited some of the smartest people from around the globe who are the best experts in this field to present at the conference on topics including but not limited to the latest research in smart technology, smart tourism, virtual reality and the accelerated technological changes that are moving the industry to a new level of service. You may find more information on The Smart Conference website. The Smart Conference is open to both academics and industry professionals, and we invite you to join us to be a part of the discussion that will impact the future.
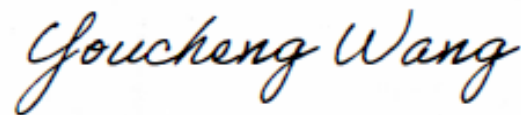
In tourism and hospitality, SMART cities use data and technology to create efficiencies, improve sustainability, create economic development, and enhance quality of life. If you travel to a SMART city, you can use your mobile device to take a tour tailored to your desires; you can find a hotel that is energy efficient with lights and thermostats that react to your presence; you can find a restaurant that recycles and uses sustainable produce. The city that is plugged in with SMART technology can cater to your needs.

also understand the application domain of the hospitality industry.

Rosen College's unique approach to education, integrating our curriculum into the communities we serve, will make a distinctive impact on future generations globally and for decades to come.
We embrace SMART!

Charge On!

Youcheng Wang

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

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