



From the Dean's Desk

It's summer semester A at Rosen College. Welcome to the eighteenth communicate "From the Dean's Desk". During the summer months, May, June, July and August, we will share news and information once per month.

This month we have really big news! I am proud to announce that Rosen College has just launched the [Rosen Research Review](#). This is not your typical research journal but a glossy, colorful, engaging magazine, created not only for the research community at large, but more importantly for the hospitality and tourism industry professionals, government entities at various levels, and other relevant stakeholders.



The magazine is to be published twice a year and will share topics our scholars have studied that affect the way our industry partners in hospitality, attractions, events, entertainment, foodservice, restaurants and other hospitality based businesses work. The editors of the Rosen Research Review are Dr. Robertico Croes and Dr. Mathilda van Niekirk. Ten articles will be shared in each issue, along with interviews from hospitality and tourism thought leaders, and news about Rosen College. The Rosen Research Review is also available [online](#) and I hope you will find it interesting to read!

The Rosen Research Review magazine bridges the divide between the research we produce through the Dick Pope Senior Institute *for* Tourism Studies and our industry partners. As an emerging field of study, hospitality and tourism research has been conducted in a silo and applications of our research results appear to be fragmented with limited impact. As the industry matures, along with the elevated sophistication of our research, we are in a better position to make our research more relevant, applicable, and impactful. In order to do this, a knowledge spillover has to take place in at least two dimensions to encourage the respect and recognition we deserve.

First, instead of continuing our research tradition of "borrowing" theories and concepts from more established disciplines such as anthropology, business, economics, geography, management, marketing, psychology and sociology, we need to start making unique contributions to these traditional disciplines by conducting interdisciplinary and multidisciplinary research whereby we can apply our research expertise to solve complex business and societal problems. The

Rosen College research extension into the various domains of the hospitality continuum, ranging from the hedonic to the utilitarian aspects of the hospitality business ecosystem, is a good starting point. The research we contribute extends to various disciplines, it transfers to various industries and is applied to produce a better product and deliver a better experience.

Second, knowledge spillover also must take place from purely academic research to industry applications. We know that numerous research articles have been published in academic journals every year but these research articles barely attract the interests of industry professionals as they are not usually written in a language that is easily understood outside of academia, thus this is a big barrier for knowledge spillover and transfer. If we believe that the purpose of research is to describe, predict and inform, we have to build this bridge of knowledge spillover and transfer so that our research can be better understood and consumed by industry professionals and practitioners, and can be extended to applications that help society at-large. This is the very intention of the Rosen Research Review and we hope this platform will make a small contribution to narrowing the gap between academic research and industry applications. Innovation is in the DNA of Rosen College and with the Rosen Research Review, we are bringing industry closer to what we study and teach.

On the note of bringing industry closer to what we teach, our Senior Living Management B.S. degree will launch this fall 2019. Research has indicated that senior citizens want a great life following retirement. They are not slowing down, they are starting a second act, and while they may need more medical care, they also want to enjoy a lifestyle filled with great food, entertainment, travel and more, all things that the hospitality industry can bring to independent living homes, assisted living homes and even nursing homes. The objective of the Senior Living Management program is to prepare its graduates for managerial positions in the senior living industry. Its major components focus on courses in hospitality management, business foundations, healthcare-management and gerontology. The curriculum covers all aspects of managing senior living facilities including lodging operations, marketing, communications, accounting and financial management, legal aspects, food and beverage operations, facilities management and events and entertainment management. In addition to the above, students are required to complete three units of supervised internships in senior living enterprises in the USA or abroad. Insider knowledge from an active advisory board of top executives from the senior living industry will help the program stay current with industry trends. We are hosting an information session on June 4 at 5:30 p.m. for prospective senior living management majors. The deadline to apply for fall 2019 is July 1. For additional information, please contact our admissions team at 407.903.8166 or email rosenadmissions@ucf.edu. You may also find information on our [Undergraduate Degree programs webpage](#).

Our online [Bachelor of Science degree program in Hospitality Management](#) also launches this fall. Delivering this program to students online will expand our market reach, giving those who can't take courses in a face-to-face environment due to location or schedule challenges, the opportunity to earn a college degree. The online Hospitality Management B.S. will have the same comprehensive curriculum and specialized tracks as our on-campus degree program. Hands-on internships will also be incorporated. The online Hospitality Management B.S. is a limited access program. Applicants must have two years of industry experience to qualify to apply, and like a job application, a resume and references are also needed for consideration. For more information on the online degree program, you may email rosencollegeonline@ucf.edu.

Although it's summer, there is still work to be done. We have students who are continuing their education during the hottest months of the year, demonstrating unparalleled dedication to becoming the next leaders of the hospitality industry and faculty who are working hard to help them excel. I'm looking forward to a great summer at Rosen College!

Charge On!

Youcheng Wang

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Volume 18, 5-24-19

You may find previous issues of "From the Dean's Desk" [HERE!](#)

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Rosen College of Hospitality Management

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