

Welcome to the nineteenth communicate “From the Dean’s Desk”. During the summer, we’re only sharing news and information once per month during June, July and August. We’re moving on to the second semester of summer at Rosen College, classes are smaller, however international summer internships are in full swing with our students learning about hospitality around the globe. More on these and other international partnerships in this message.

Rosen College’s DNA is built on its international connections. Our faculty is comprised of people from 17 different countries. We have more than 200 full-time students from around the world in the spring and fall semesters. You can hear various languages spoken in our hallways and classrooms. But, there’s more. Our international partnerships don’t end there.

As I mentioned at the start of this communicate, our students are learning about hospitality far from home with international internships. We currently have 15 students interning in Japan in the cities of Okinawa, Tokyo and Kyoto. They are learning about the Japanese art of hospitality. Seven students are interning at KPG Hotel and Resorts, a Kafuu Resort property in Okinawa, where they are cross-trained in departments, including guest services, food and beverage and room service. This program was established in 2014. Two students are interning at the Japanese Tourism Association for Shrines and Temples (JTAST) in Tokyo. These students have created English content on JTAST’s current website for use by English speaking tourists. One student is interning at Takami Bridal in Kyoto, the largest bridal and wedding event company in Japan, with offices in Hawaii. Four other students are working at Mori Trust at the Marriott Tokyo in food and beverage, rooms division, and events, and there is one student intern at Hotel Granvia, which is part of the Japan West Railway organization in Kyoto. Both Mori Trust and the Hotel Granvia internship programs were established this year.

In Panama, Central America, four students are interning in newly established international internship programs at Selina Playa Venao, Selina Pedasi and Selina Casco Viejo. The students have the opportunity to intern in Events/Entertainment, Sales/Marketing, to work alongside the General Manager learning events, food and beverage and guest services and to work in Selina’s corporate office with Human Resources. The valuable experiences gained by the students in Japan and Panama will enhance their cultural sensitivities and provide a new perspective on hospitality and



tourism management techniques.

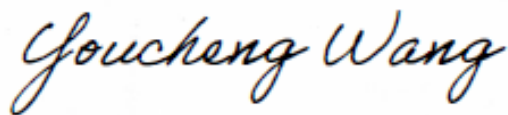
While Rosen College is only 15-years-old, we have a decade-long partnership with Disney for an annual cohort of students who come from China, South Korea and Japan to study hospitality at Rosen College and work at the happiest place on earth, learning the Disney way of providing customer service. The program offers students the thrill of working with a globally recognized hospitality brand – the Walt Disney World Resort – while earning a certificate from one of the top hospitality institutions in the world. Students earn 12 credit hours toward graduation at their home institution: nine from course work and three from successfully completing the academic internship at the Walt Disney World Resort. Over the past 10 years, we have welcomed approximately 500 students who have completed the six-month program which runs from January through June. This year the Disney Cohort program included students not only from China, South Korea, and Japan, but also France. We also have a similar four week program in the summer with Kyung Hee University in South Korea.

Continuing on the student focus, we have an international Master's of Science dual-degree program for Hospitality and Tourism Management with International University of Languages and Media (IULM) in Milan, Italy. The two-year program has students studying at Rosen College and at IULM. Several of the IULM Italian students participated in the 4<sup>th</sup> Annual Rosen College of Hospitality Management Entrepreneurship Competition this year. A team of four from IULM placed second in the competition with their idea for Canoli 360, a dessert shop they wish to open in the Florida Mall.

Looking further at our global connections, our academic researchers further our international partnerships with studies conducted for islands in the Caribbean, like Bonaire, which has adopted policies based on the research to become a Blue Destination. What this means for the island is that it values and protects its oceans, prohibits overfishing, bans sunscreen that damages coral reefs and builds its tourism by encouraging guests to enjoy the natural settings of the island. Ecuador has also been the focus of a study on tourism's effect on poverty. This research won the prestigious 2018 Thea Sinclair Award. The faculty at Rosen College are also working with Dubai and other Middle Eastern countries to assist in training managers about theme parks and attractions management. These executive training programs allow us to share our expertise in a global arena. On June 14, working with the IAAPA Foundation, Rosen College hosted the International Theme Park and Attraction Management Workshop for Educators in Shanghai, China, to promote theme park and attraction management education in order to support a fast growing industry in that country.

All of the international connections Rosen College cultivates and builds on help to diversify our student body, our faculty and staff. Hospitality is truly universal!

Charge On!



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