



UNIVERSITY OF CENTRAL FLORIDA

Rosen College of Hospitality Management

9907 Universal Blvd. | Orlando, FL 32819

Media Contact: Susan Vernon-Devlin

Susan.Vernon-Devlin@ucf.edu | 407-903-8151

hospitality.ucf.edu

FOR IMMEDIATE RELEASE

Two from UCF's Rosen College Honored by Tourism Scholars Academy

The academy, housed at The Hong Kong Polytechnic University, has less than 100 fellows worldwide.

Orlando, FL (December 19, 2019) — Youcheng Wang, dean of the University of Central Florida's Rosen College of Hospitality Management and Alan Fyall, associate dean of the college, have been awarded membership in the International Academy for the Study of Tourism. The academy says they were awarded membership due to their significant contributions to the field of tourism research.

Wang is the William C. Peeper Preeminent Professor in Destination Marketing and has been the recipient of UCF's Researcher of the Year Award, Rosen College's Distinguished Researcher of the Year Award, as well as the Keeling Dissertation Award at the Travel and Tourism Research Association conference.

His research and consulting interest focuses on hospitality marketing and management, destination marketing and management, collaborative strategies, and technology management. He is a member of several professional associations including the Travel and Tourism Research Association and the International Society of Travel and Tourism Educators. Wang is the author of four books and more than 150 scientific publications, and is a frequent speaker at international and national conferences and industry forums.

Fyall also is the Visit Orlando Endowed Chair and the interim chair of the tourism, events and attractions department at UCF Rosen College. He has published widely in the areas of tourism, destination marketing and management, including 22 books.

Fyall is a former member of the Bournemouth Tourism Management Board and has conducted numerous consulting and applied tourism research projects for clients in the United Kingdom, European Union, Africa, the Caribbean, United States, Central and South America, and Southeast Asia. Fyall also teaches International Tourism Management and has examined 30 doctoral students around the world. He is a co-organizer with the City of Orlando of the upcoming [Tourism 2030](#) workshop to be held in May.

Wang and Fyall will be inducted into the academy at its next biennial conference in 2021.

The academy is housed at the School of Hotel & Tourism Management at The Hong Kong Polytechnic University in Hong Kong. It was founded in 1988 and has 87 fellows worldwide.

About the UCF Rosen College of Hospitality Management

The UCF Rosen College of Hospitality Management located in Orlando, Florida, offers students an unrivaled opportunity to learn and work in the heart of hospitality. Ranked among the top five hospitality management programs worldwide, Rosen College has been an educational leader for more than 30 years. Uniquely positioned in America's top tourism destination, we educate the next generation of industry leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit hospitality.ucf.edu.

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