



UNIVERSITY OF CENTRAL FLORIDA

Rosen College of Hospitality Management

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FOR IMMEDIATE RELEASE

International Conferences for Hospitality and Tourism Cap off December at UCF's Rosen College

250 academics and industry professional attend from around the globe

Orlando, FL (December 19, 2019) — The 5th World Research Summit for Hospitality and Tourism and the 3rd USA-China Tourism Research Summit wrapped up on Tuesday at the University of Central Florida's Rosen College of Hospitality Management, ending four days of general sessions, panel discussions and research presentations from delegates from as far away as Australia. The bi-annual conferences demonstrate the critical role that UCF's Rosen College has as a global hub for knowledge creation and dissemination in the domain of hospitality and tourism.

Approximately 250 attendees from 43 different countries including England, China, Italy, Portugal, Spain and the United Arab Emirates came to the two conferences. They gained industry and academic insights from keynotes: Walter Bogumil, CSO SeaWorld Entertainment Inc.; John Hallenback, VP of IAAPA North America; Elizabeth Mullins, VP Hotels and Resorts for The Walt Disney Company; Abraham Pizam, founding dean of Rosen College; Sherry Robinson, VP Brookdale Senior Living; and Dana Young, president and CEO VISIT FLORIDA. Panel discussions featured academic journal editors and magazines: Alan Fyall (*Journal of Destination Marketing & Management*), Manuel Rivera (*International Journal of Hospitality Management*), Fevzi Okumus (*International Journal of Contemporary Hospitality Management*), Robertico Croes (*Rosen Research Review*), all from UCF Rosen College, and Marianna Sigala (*Journal of Hospitality and Tourism Management*). The panel was moderated by Youcheng Wang, dean of UCF Rosen College and co-editor of the *Journal of Destination Marketing & Management*. The panel discussion focused on how we can narrow the gap between academia and industry so that research outputs are relevant to industry needs.

The 3rd USA-China Tourism Summit also featured a diverse group of speakers from government, industry and academia: Richard Maladecki, president/CEO of CFHLA; Jacob Pewitt-Yancey, director of consumer insights VISIT FLORIDA; Brianna Barnebee, Sr. public relations account executive VISIT FLORIDA; MA Yong, dean of the Tourism Development Research Institute, Hubei University, China; Misty Johantgen, COO, Experience Kissimmee; Daryl Cronk, Sr. director of Market Research & Insights, Visit Orlando; Steve Hood, Sr. VP of research, STR; Robert Li, director of the US-Asia Center for Tourism & Hospitality Research, Temple University; Chaozhi Zhang, professor Sun Yat-sen University, China and China chairholder in sustainable tourism for UNESCO; and Larry Pino, business and investment attorney, founder of Tuscan Gardens. Panel discussions moderated by UCF Rosen College's Hua Nan included industry partners Olivier Chavy, president of RCI Vacation Exchange, Philippe Garnier, VP Third Party Distribution, IHG; and Keith Wolling, president, SKAL International Orlando. These speakers provided insights as to how to promote and facilitate hospitality and tourism business between the US and China to benefit economies in both countries. The summit was chaired by Dean Youcheng Wang and moderated by UCF Rosen College's Xiaoxiao Fu. Orange County Mayor Jerry L. Demings sent a welcome letter to the summit attendees.

One of the highlights of the conferences was a conversation with hotelier and philanthropist Harris Rosen. Rosen spoke of his rise from humble beginnings to founder/president/COO of Rosen Hotels & Resorts. The entrepreneur spoke of taking risks and accepting challenges to build a portfolio of hotels and resorts in the Central Florida tourism corridor. The successes in his life have led Rosen to give back multiple times, supporting

a YMCA aquatic center that was threatened with closure, providing scholarships for low-income children in neighborhoods a stone's throw away from his resorts, as well as supporting the vision, mission and goals of Rosen College, honored with his name. UCF provost and VP for Academic Affairs Elizabeth Dooley attended the gala dinner where Rosen spoke about his life's journey.

Planning for the 6th World Research Summit for Hospitality and Tourism and the 4rd USA-China Tourism Summit, taking place in 2021, will begin in the new year. Organizers hope to expand offerings to attract more attendees when they gather in the future.

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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