

To meet the growing trends in the travel, tourism and hospitality, and the dependency on technology, UCF College of Engineering & Computer Science and UCF Rosen College of Hospitality Management have come together to launch a Master's degree program that meets the needs of global industries. This issue of From the Dean's Desk takes a look at this partnership that will meet the needs of an evolving industry.

In fall 2020, the MS in Travel Technology & Analytics will forge a new path in interdisciplinary education and contribute to burgeoning interdisciplinary research encompassing engineering, science, and management contextualized by the global travel industry. Diverging from traditional business/ management degrees, the MS in Travel Technology & Analytics will focus on prescriptive and predictive techniques to anticipate and solve problems in a forward-looking approach. The first of its kind program in the nation will develop leaders in the multi-billion travel and tourism industry. The travel and tourism industry, with \$8.3 trillion in economic benefits globally, is being transformed by rapidly increasing technological innovations and advances and is adapting to these changes by creating new employment opportunities to match



New job positions and descriptions are rapidly being created for people who can meet the challenge of fluency in data science and analytics and understanding complex travel systems with technical knowledge. Gone are the days when folks simply used travel agents to plan an itinerary for their trips for pleasure and business. Now tourism relies on geolocation, hologram technologies, predictive analytics, travel click technology and SMART city design and development to create holistic travel experiences. Candidates for the program should have a strong quantitative background and a strong interest in working at the intersection of emerging technologies and the travel industry. This is a marriage of technology and tourism to bring the power in the palms of our hands in our mobile devices and in our laptops into the realm of fun, excitement, relaxation and experiences.

Merging Travel Technology & Analytics will allow the end user to have more themed experiences. We are not talking theme park experiences, though they will play a role, but travelers will be looking for the transformation of goods and services, to customize their hospitality journey. The sophisticated tech-savvy traveler seeks interaction with physical or virtual environments with a narrative that can educate, entertain and inspire. They don't just want to be in the moment, they want the moment to be in them. UCF will educate and train themed experience experts who will use travel technology and analytics to create the next generation of creative leaders in the industry.

We are excited to be at the forefront of a progressive new world in hospitality education. Charge On!

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Volume 33, 2-28-20

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