

This is the 36<sup>th</sup> Communique From the Dean's Desk. As the hospitality and tourism industry ebbs and flows with changes brought about by coronavirus COVID-19, UCF Rosen College is focused on educating its greatest resource, our students.

In fall 2020 and 2021, UCF Rosen College will begin offering new undergraduate certificate programs to enhance the already robust course offerings. These include:

- [Undergraduate certificate program in Theme Parks and Attractions Management](#), fall 2020
- Undergraduate certificate program in Managing Sporting Events, fall 2021

The Theme Park and Attraction Management Certificate is a specialized track of study for those interested in careers in the theme park and attraction industry who are not pursuing a Bachelor of Science in Hospitality Management. Students taking any major across UCF's vast offerings can take advantage of this certificate to gain a competitive edge.

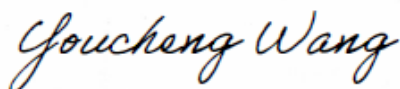
The Undergraduate Certificate program in Managing Sporting events was conceived to educate our students to meet the needs of the proliferation of sporting events in Central Florida, across the nation and around the world. Orlando is home to several professional sports teams, in addition to college sports like our championship Knights football, basketball, rowing and tennis programs.

Managing Sporting Events is a specialized certificate of study for those interested in careers related to the planning, organizing, and executing of sporting events. Students in all majors at UCF's 13 colleges can take advantage of this certificate in order to gain competitive edge to excel in careers in the sports event industry. While fall 2021 is more than a year away, the good news is that we will start delivering the courses needed to complete the certificate prior to its official launch, giving students a head start on the road to success.

On the Master's degree front, fall 2020 will see the start of the [Master of Science degree in Travel Technology & Analytics](#). This collaborative teaching effort between UCF Rosen College and UCF College of Engineering & Computer Science will address the growing trends in the travel, tourism and hospitality, and the dependency on technology. 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. With the advent of coronavirus COVID-19, the need for skills on the technology and analytics side of travel is most evident. This Master's degree will help to create new employment opportunities for the future.

We are excited about the new certificate and degree programs for our students, the future leaders of the global hospitality industry.

Charge On!



Youcheng Wang, Ph.D., Dean  
UCF Rosen College of Hospitality Management  
You may find previous issues of "From the Dean's Desk" [HERE!](#)

