

## From the Dean's Desk

As 2020 ends, we send you Season's Greetings **From the Dean's Desk!**

This year has been one of the challenging ones for the hospitality and tourism industry. It is hard to say what the future will hold until we can see the end of the COVID-19 pandemic. We are hopeful for what is to come in 2021 with the delivery of the vaccine. Here at UCF Rosen College of Hospitality Management we will continue to educate the future leaders of the hospitality industry, imparting knowledge to help our students adapt and pivot with the changing world. No one has a crystal ball, but we can work with the analytics provided by research to form conclusions as to what we will expect in the future.

Yes, there will be changes to attractions, entertainment, events hospitality, lodging, restaurants, sports and travel, and we will work within the new confines to redefine the experiences that encompass our industry. In the New Year, we will be offering more professional development opportunities with webinars, research colloquiums and certificate programs. The [Dean's Distinguished Lecture Series](#) will continue to celebrate the 50<sup>th</sup> anniversary of our founding dean Dr. Abraham Pizam achieving his Ph.D. World-renowned academics will join us for the series of webinars each month, concluding in April 2021 with a discussion with the professor himself.

Our third issue of the [Rosen Research Review](#) magazine is ready for you to read, save, bookmark and share the content. The winter 2020 issue of the magazine is available electronically. Inside you'll find articles that focus on various aspects of the hospitality and tourism research. Please read the *Rosen Research Review* and enjoy learning about the latest research in a fun and exciting way.

UCF and Rosen College will be conducting more in-person classes in spring 2021. We will still practice the precautions of wearing face-coverings, washing our hands frequently and watching our physical distance. Our aim is to provide the rich, fulfilling in-person college experience our students deserve, while being mindful of our health and well-being through the coming months. This has been a challenging year, but we are hopeful for the future. Rosen College will continue to be the global center for hospitality education, research, scholarship, industry engagement, and distinctive impact by embracing a Hospitality+ ecosystem as our strategy for curriculum development and scholarship activities in order to prepare future leaders of a service dominant economy. Happy Holidays & Happy New Year! Charge On!

*Youcheng Wang*

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