

## From the Dean's Desk

In June of 2020, UCF Rosen College of Hospitality Management received news that the ShanghaiRankings, a highly respected ranking for 500 research universities and colleges, had placed it at the top of the scale in the United States and number two in the world. In this 50<sup>th</sup> Communique *From the Dean's Desk*, we look at Rosen College's research in the field of hospitality and tourism, which helped it to achieve its prestigious position in the ShanghaiRankings

The college's strategic direction of building a HOSPITALITY+ ecosystem not only enables us to expand our curriculum offerings covering the entire hospitality spectrum ranging from the traditional all the way to hedonic and utilitarian domains of hospitality. It also creates more interdisciplinary and multidisciplinary opportunities for research and scholarship, extending our expertise and culture of hospitality to healthcare, senior living, digital economy, sustainability, environmental protection and other areas which have great impacts on industry and society at large. These efforts have generated wonderful outcomes measured by both journal article publications and research grants applications. For example, in the last two years, Rosen College research faculty have managed to publish more than 130 journal articles each year, representing one of the highest production teams in the world, and submitted over \$7 million in research funding applications with over \$4 million secured so far, making the college one of the elite performers in this regard worldwide. Here is a list of exemplary researchers who have received university accolades and are contributing to the college's immense outputs:



- [Sergio Alvarez, Ph.D.](#), Assistant Professor
- [Robertico Croes, Ph.D.](#), Associate Dean, Research & Administration
- [Nan Hua, Ph.D.](#), Chair, Dept. of Hospitality Services, Associate Professor
- [Arthur Huang, Ph.D.](#), LEED AP, Assistant Professor
- [Xiaoxiao Fu, Ph.D.](#), Associate Professor
- [Fevzi Okumus, Ph.D.](#), Professor
- [Marissa Orlowski, Ph.D.](#), Assistant Professor
- [Manuel Rivera, Ph.D.](#), Assistant Dean; Associate Professor
- [Kelly Semrad, Ph.D.](#), Associate Professor
- [Asli D.A. Tasci, Ph.D.](#), Interim Chair, Dept. of Tourism, Events and Attractions; Associate Professor
- [Wei Wei, Ph.D.](#), Associate Professor
- [Tingting Zhang, Ph.D.](#), Assistant Professor

This research output has been essential in a world where economies rely heavily on hospitality for support of jobs and business development, providing comprehensive and informative analysis of what can be expected in travel, lodging, events, attractions, restaurants, entertainment and more. The Dick Pope Sr. Institute for Tourism Studies, established in 1979 at UCF Rosen College, is the formal research arm at Rosen College. This year, the Institute mobilized its resources to boost research studies to aid the hospitality industry which suffered devastating shortfalls due to the global pandemic.

In the summer, research-focused webinars for industry were presented to answer key questions. The Research, Recovery, Rescaling webinars provided results of research produced in the early months of the pandemic, relaying a gauge of how, when and by what means travelers would venture forth. The webinars also provided a forecast of the future. Each webinar was recorded and is available on the Rosen College [YouTube](#) Channel and the [Rosen College website](#). The delivery of current research continued in the fall with Rosen College Research Colloquiums. These usually academic driven gatherings are presented monthly with a focus on global issues affecting the hospitality industry. Academics from Rosen College present their research findings, alongside academics from partner universities around the world, who are also analyzing the current state of the hospitality industry and predicting the light at the end of the tunnel, following the pandemic.

In addition to webinars and colloquiums, UCF Rosen College is also home to the editors of five respected research journals and one research magazine.

- Editor in Chief, Dr. Fevzi Okumus: *International Journal of Contemporary Hospitality Management* communicates the latest developments and thinking on the management of hospitality and tourism businesses worldwide.  
<http://emeraldgrouppublishing.com/products/journals/journals.htm?id=ijchm>
- Editor-in-Chief: Dr. Manuel Rivera: *International Journal of Hospitality Management* discusses major trends and developments in a variety of disciplines as they apply to the hospitality industry.  
[www.journals.elsevier.com/international-journal-of-hospitality-management](http://www.journals.elsevier.com/international-journal-of-hospitality-management)
- Co-Editors: Dr. Alan Fyall, Dr. Brian Garrod and Dr. Youcheng Wang: *Journal of Destination Marketing & Management* seeks to develop a theoretical understanding of destination marketing and management by harnessing knowledge drawn from the full breadth of disciplinary approaches to the study of destinations. [www.journals.elsevier.com/journal-of-destination-marketing-and-management](http://www.journals.elsevier.com/journal-of-destination-marketing-and-management)
- Co-Founding Editors: Dr. Fevzi Okumus and the late Dr. Mathilda van Niekerk: *Journal of Hospitality and Tourism Insights* aims to enhance the ongoing conversation among hospitality and tourism practitioners, academics and professionals.  
<http://emeraldgrouppublishing.com/products/journals/journals.htm?id=jhti>
- Editor-in-Chief: Dr. Ady Milman: *Journal of Themed Experience and Attractions Studies* is the first scholarly journal dedicated to research, scholarship and pedagogy in the academic disciplines relevant to the planning, design, operation, and analysis of themed experience and attractions.  
<https://stars.library.ucf.edu/jteas/>
- Editor: Dr. Robertico Croes: *Rosen Research Review*: [Rosen Research Review - Rosen College of Hospitality Management \(ucf.edu\)](http://www.rosenresearchreview.com)

A large repository of UCF Rosen College research can be found on STARS, UCF's Showcase of Text, Archives, Research & Scholarship. STARS is administered by UCF Libraries and is accessible digitally from anywhere around the world: <https://stars.library.ucf.edu/rosencollege/>.

UCF Rosen College will continue its research efforts to provide insightful solutions and conclusions to the questions being asked everyday as the world navigates a new normal during the COVID-19 pandemic. Our faculty and Ph.D. students and even our undergrads are dedicated to leading the charge on research.

As UCF Knights we will always Charge On!

*Youcheng Wang*

[Youcheng Wang, Ph.D., Dean](#)

UCF Rosen College of Hospitality Management

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