



The success of UCF Rosen College of Hospitality Management has a great deal to do with the team that leads our faculty and staff, makes our students the top priority, and embraces our industry partners who help us to maintain and deliver a top quality HOSPITALITY+ education. In this communique I'd like to re-introduce you to the Leadership team at the heart of the college.

I've been privileged to serve as Dean of UCF Rosen College for almost two and half years. I came to this role after many years of teaching, research and professional industry experience, traits that I share with associate deans who are part of the Leadership team. [Dr. Robertico Croes](#) is Associate Dean, Research & Administration; Director, Dick Pope Sr. Institute for Tourism Studies; and Professor at the Rosen College. In addition to having recently published his fourth book titled, "Tourism Management in Warm-water Island Destinations", Dr Croes is also the editor of the [Rosen Research Review](#) magazine, a bi-annual publication of UCF Rosen College of Hospitality Management, in partnership with Research Features. The magazine features articles based on research that focuses on subjects that are impacting the hospitality and tourism industry and its stakeholders, including guests who use the industry's services.



Our other Associate Dean is [Dr. Alan Fyall](#) who is the Associate Dean of Academic Affairs, the Visit Orlando Endowed Chair for Tourism Marketing, a Professor, co-editor of Journal of Destination Marketing & Management, Fellow of International Academy for the Study of Tourism, and is a member of UCF's National Center for Integrated Coastal Research. He has published widely in the areas of tourism and destination marketing and management including 22 books. Dr. Fyall spearheaded efforts to build UCF Rosen College's Master's degree programs, which now boasts an enrollment of close to 400 students, and supervises all other academic degree programs, our first class students service operation and a robust internship program.

Backing us all up is Assistant Dean and Associate Professor [Dr. Manuel Rivera](#) whose industry experience spans the gamut from Aramark to Chartwells to Starbucks to Subway to McDonalds and more. Dr. Rivera has been heading up our international education partnerships with Latin America, Italy and Saudi Arabia, to name a few, and our continuing education program. His areas of research include tourism and poverty and economic impact studies. Dr. Rivera also has extensive experience working with music festivals in the Caribbean, including the Curacao North Sea Jazz Festival, the Aruba Soul Beach Music Festival, and the Aruba Electric Festival, which has given Rosen College students a great resource for event and festival management education.

Rosen College has not only undergraduate degree programs including the: [Bachelor of Science in Hospitality Management](#), [Bachelor of Science in Entertainment Management](#), [Bachelor of Science in Event Management](#), [Bachelor of Science in Restaurant & Foodservice Management](#) and [Bachelor of Science in Senior Living Management](#); but also [Master's degree](#) programs and the only [Ph.D. program](#) in hospitality management in the state of Florida. The undergraduate degree programs are housed under three departments which are skillfully managed by three department chairs who are part of the Leadership team: [Dr. Nan Hua](#) is Chair Dept. of Hospitality Management and an Associate Professor. His research focuses on Performance Analysis, Information Technology, Intangible Assets analysis, Methodology and Applied Econometrics, and Education Program Evaluation and Education Methodology; [Dr. Cynthia Mejia](#), is Interim Chair Dept. of Foodservice & Lodging Management and an Associate Professor. Dr. Mejia has over 20 years of industry experience in F&B and hotel operations management, primarily working for luxury brands both in the U.S. and in Singapore; and our third department chair is [Dr. Asli Tasci](#), Interim Chair Dept of Tourism, Events & Attractions Management and an Associate Professor. Dr. Tasci has authored numerous journal articles and presented many research papers at conferences. She has served as a reviewer for publication outlets such as *International Journal of Culture, Tourism and Hospitality Research*, *Journal of Destination Management and Marketing* and *Tourism Review*.

The operation of the college is not only led by our academic leaders but also other leaders such as [Ms. Catherine Gholson](#), Director Finance & Administration; [Mr. Fred Okumu](#), Director Information Technology; [Ms. Lori V. Safford](#), Director Student Services; [Mr. Robb Seltzer](#), Director, Food & Beverage Operations, Instructor; and [Ms. Jessica Wickey-Byrd](#), Director, Internships Program, Instructor.

The Leadership team at UCF Rosen College is supported by a remarkable, capable and highly skilled body of academics and staff members who strive each and every day to provide educational resources worthy of the future leaders of the hospitality industry: our students. Together, we are achieving our goal of becoming a global center of excellence for hospitality education, research, scholarship, industry engagement, and distinctive impact, and for that I say THANK YOU to all, especially our stella and inspiring leadership team!

As UCF Knights we lead Rosen College and Charge On!

Youcheng Wang

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

UCF Rosen College of Hospitality Management

You may find previous issues of "From the Dean's Desk" [HERE!](#)

Volume 53, 1-29-2021

9907 Universal Blvd.
Orlando, Florida 32819
407-903-8011

Visit our Website

Rosen College of Hospitality Management

STAY CONNECTED

