



From the Dean's Desk

Jobs! Full-time, part-time, paid internships, seasonal hires. As we kick off the fall semester of 2021, we are finding that our future leaders of the hospitality industry, our students, are in great demand by our industry partners. While this is nothing new, we educate the best and brightest, the urgency to fill jobs is being spawned by a desire to bounce back from the Covid-19 pandemic and our students, have choices before them from a plethora of industry partners.

During the first week of the fall semester, we have had almost 20 industry partners send recruiters to campus with the intent of conducting interviews, and hiring on the spot for vacant positions. The industry partners cover various facets of hospitality: attractions management, entertainment management, food and beverage management, lodging management, resort management, theme park management. Even employers and industry partners who do not operate specifically hospitality-related businesses, have joined us on campus, as the soft skills our students cultivate, make them excellent client managers.



The occupancy rate of hotels in the United States is running close to 70%. This means staff is needed to manage guests' expectations of service, leisure activities, meals and the overall hedonic aspect of a vacation. Our students are being recruited by large major brand hotels and resorts, as well as small boutique offerings. The Bureau of Labor Statistics states that prior to the pandemic nearly 17 million jobs were in the leisure and hospitality sector, making it the fifth-largest employment sector in the U.S.—representing 11% of U.S. employment. With a global footprint and an annual revenue of well over \$500 billion, pre-pandemic, the industry is working hard to regain that footing, which is relevant to the economies of many major cities and states, including Orlando, Florida, which boasted more than 75 million visitors in 2019.

We welcome the interaction of our industry partners with our students here on campus. We encourage them to come and table in our courtyard, Monday – Thursday, 10 a.m. – 2 p.m., which gives them a visible platform to see our students as they head to and from class. Industry partners and employers can submit a tabling request using this link: https://ucf.qualtrics.com/jfe/form/SV_0cDPwGmtoQ3EWFv. A major opportunity for industry partners and employers to recruit comes with our twice a year career fair. In the past almost 100 employers and more than 1,000 students gathered for this jobs' event. The fall 2021 Career Fair will be held in-person on Wednesday, October 27, 2021, 10 a.m.- 2 p.m. There will be a virtual career fair on the following day on Thursday, October 28, 2021, 10 a.m. – 2 p.m., for employers, students and alumni who prefer to meet remotely. The virtual career fair allows for industry partners across the United States and those with international businesses to recruit and interview our students from anywhere they are in the world. The career fair registration deadline for industry partners and employers is Friday, October 15, 2021. Register to recruit using this link: https://ucf.qualtrics.com/jfe/form/SV_0evsQUOocxDKMei. Questions, email the Rosen Career Fair team at rosencareerfair@ucf.edu.

The hospitality industry is roaring back to life and the talent pool of qualified Rosen College students is ready to get to work! Charge On!

Youcheng Wang

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