



UNIVERSITY OF CENTRAL FLORIDA

Rosen College of Hospitality Management

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FOR IMMEDIATE RELEASE

International conference for hospitality and tourism wraps at UCF's Rosen College

200 academics and industry professionals attend from around the globe

Orlando, FL (December 16, 2021) — Two days of keynote speakers, panel discussions and breakout sessions, ended the fall 2021 semester at UCF Rosen College of Hospitality Management with the 6th World Research Summit for Hospitality and Tourism, a virtual event due to the global pandemic. Researchers from as far away as New Zealand and Nagasaki, Japan, and as close as Orlando, presented current findings on how the Covid-19 pandemic affected the industries, talked about business models, sustainability and growth in travel and tourism, challenges and opportunities facing the industry, among other topics. The bi-annual conference demonstrates the critical role that UCF's Rosen College has as a global hub for knowledge creation and dissemination in the domain of hospitality and tourism.

"This year's summit is even more meaningful to researchers and industry professionals as we navigate hospitality and tourism, in the wake of a global pandemic that has changed the landscape," says conference chair and UCF Rosen College dean, Youcheng Wang. "The information shared in these two days comes at a critical time for industry and researchers who are providing data for the future."

Among the highlights of the conference were keynotes from five industry leaders:

- Chris Davidson, Executive Vice President, MMGY Travel Intelligence, presented recent study data conducted in October and early December about consumers' travel confidence and Covid.
- Steve Hood, Senior Vice President of Research, STR, USA, spoke about the global hotel industry, its current status and looked to the future
- Casandra Matej, President & CEO, Visit Orlando, USA, presented on marketing practices and partnerships of the most visited destination in the U.S.
- Dr. Laurence J. Pino, CEO, Tuscan Gardens Senior Living, USA, spoke about reinventing senior living through hospitality.
- Jason Siegel, President & Chief Executive Officer, Greater Orlando Sports Commission, USA, presented on Central Florida's burgeoning presence in the sporting events arena.

Approximately 200 attendees from 43 different countries including Australia, England, France, Italy, India, Indonesia, Poland and Spain, attended the virtual live and interactive summit, co-hosted by Rosen College and Elsevier via the Underline platform and Zoom. Attendees were engaged with panel discussions and breakout sessions focused on sustainability, digital business and data, hospitality and healthcare, the future of tourism and hospitality, workforce development, consumer and worker confidence, lodging factors and more.

The summit also included an academic paper competition, just as it would, had it occurred in-person. Papers chosen for prizes are as follows:

- First Place:

Paper Title: Boosting smart destinations through adoption of new technologies: An Iberian perspective

Authors and Affiliations (in-order):

1st author: Dr. Sofia Almeida, European University-Laureate International Universities, Portugal

2nd author: Dr. Ana Campos, University of Algarve, Portugal

3rd author: Dr. Estrella Sánchez, University of Castilla-La Mancha, Spain

4th author: Dr. Patricia Pinto, University of Algarve, Portugal

- Second Place:

Paper Title: Building a resilient hospitality workforce: Empirical insights from hospitality workers

Authors and Affiliations (in-order):

1st author: Dr. Bingjie Liu-Lastres, Indiana University-Purdue University, USA

2nd author: Dr. Violet Bao, Indiana University-Purdue University, USA

- Third Place:

Paper Title: Chasing the pink dollar: International evidence on the determinants of LGBT inclusive tourism marketing

Author and Affiliations:

1st author: Dr. Mahalia Jackman, The University of the West Indies, Cave Hill Campus, Barbados

Attendees of the 6th World Research Summit for Hospitality and Tourism will have access to the conference materials for six months following the live and interactive virtual event.

About the UCF Rosen College of Hospitality Management

UCF Rosen College of Hospitality Management located in Orlando, Florida, offers students an unrivaled opportunity to learn and work in the heart of hospitality. Named the nation's best, and the second best in the world, the hospitality college is uniquely positioned to educate the next generation of global hospitality, tourism, events, entertainment and senior living management leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit hospitality.ucf.edu.

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