

What does engineering, coastline management and medicine have to do with hospitality? A great deal actually. Collegiate partners in education across the UCF campuses help us achieve success in many areas of study. In this issue of the communique, I'll acquaint you with some of our teaching and research partners who help us create impactful degree programs, reports and conferences.

Let's start with the College of Engineering and Computer Sciences. Hospitality and engineering are at opposite ends of the education scope. One is hedonic, the other utilitarian, but together there is synergy that helps the tourism and travel industry work well. Look at the [MS degree in Travel Technology and Analytics](#). Housed in the College of Engineering and Computer Science, this interdisciplinary degree program introduces graduate students to the technical aspects of big data analytics, including predictive analytics, algorithm design and models for SMART-cities, SMART-technologies and SMART-travel systems, and service systems quality engineering, in the specific context of global travel and tourism. Travel and tourism have immense economic, social, cultural, and environmental impacts, and deliver \$8.3 trillion in economic benefits worldwide. With the degree partnership of the UCF College of Engineering and Computer Sciences and Rosen College of Hospitality Management, located right in the heart of hospitality in Orlando, FL, what better place can there be for graduate students to learn this innovative discipline.



Another partnership of great importance to UCF Rosen College is with the [UCF Sustainable Coastal System Cluster](#). UCF's Sustainable Coastal System Cluster serves as the research and educational component of The National Center for Integrated Coastal Research (UCF Coastal). UCF Coastal focuses on integrating science and societal needs to address coastal issues and teach students conservation and resource management. Coastal and marine tourism constitutes approximately 50% of all global tourism, equal to \$4.6 trillion or 5.2% of global gross domestic product and is a vital component of the economy of small islands and coastal communities. Think boating, fishing, beaches, snorkeling, scuba diving, surfing and so many more activities and jobs that contribute to the economy through tourism. Several members of our faculty work with UCF Coastal as it is commonly known and had the opportunity recently to present a report at the United Nations Ocean Conference in Lisbon, Portugal, which world leaders attended. Without our coasts we lose a major component to the hospitality industry. This partnership is vital to our research.

A third intercollegiate partnership that has proved beneficial not just to UCF Rosen College, but society is our collaboration with [UCF College of Medicine](#) to teach fourth year medical students Culinary Medicine. Beginning in 2018, each spring semester, medical students trade one white coat, a lab coat, for another, a chef's coat, and step into our Hestan equipped kitchen labs to learn the hands-on aspects of culinary medicine. In the lab, recipes, diet plans, food substitutes and healthy eating are taught by the Rosen College food and beverage team, with the participation of practicing physicians and dieticians who teach at the College of Medicine. The college's affiliation with culinary medicine has led to UCF Rosen College being the host for the [Health Meets Food](#) conference in 2022, and again we will host in 2023. We are cooking up better health.

Hospitality's impact extends far beyond its dictionary definition of being the friendly and generous reception and entertainment of guests, visitors, or strangers. Today it is the business of supporting the economy, sustaining the environment, and preserving our health. Charge On!

*Youcheng Wang*

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

UCF Rosen College of Hospitality Management

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Rosen College of Hospitality Management  
9907 Universal Blvd.  
Orlando, FL 32819

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Rosen College of Hospitality Management | 9907 Universal Boulevard, Orlando, FL 32819-8701

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