



Rosen Research Focus | Holly Robbins

CELEBRATING TWO DECADES OF EXCELLENCE

UCF Rosen College's legacy of innovation in hospitality education and research

As we mark the 20th anniversary of the Rosen College of Hospitality Management at the University of Central Florida, we celebrate a legacy that has profoundly reshaped hospitality education. This legacy, sparked by the pioneering generosity of Mr. Harris Rosen and the visionary spirit of Dr. Abraham Pizam, has transformed our institution from its modest beginnings into a beacon of global excellence. This milestone not only commemorates two decades of transformative impact but also heralds a future ripe with innovation and leadership in the world of hospitality.

From the outset, Rosen College was more than just an educational institution; it was envisioned as a hub of learning, knowledge, and practical application, ideally situated in the heart of Orlando's vibrant tourism corridor. This strategic location not only offers unmatched internship opportunities but also embeds real-world industry practices into our

academic framework, enhancing our students' educational experience.

The college opened its doors in 2004, thanks to Mr. Harris Rosen's transformative \$18 million donation, which facilitated the construction of a state-of-the-art campus specifically designed for hospitality management education. This generous start was complemented by the vision of Dr. Abraham Pizam, whose robust academic planning laid a foundation to support a diverse and dynamic curriculum.

Over the past two decades, Rosen College has expanded its academic offerings to include a range of innovative programs at both

undergraduate and graduate levels. Unique areas of study, such as our undergraduate degree programs in Entertainment Management and Theme Park and Attraction Management—the first of its kind in Florida—leverage our localized expertise and Orlando's status as the theme park capital of the world. Our graduate offerings, including the master's in hospitality and tourism management and the pioneering master's in event leadership, exemplify our innovative approach to hospitality education. These programs are designed to advance knowledge and dynamically respond to the evolving landscapes of hospitality and tourism.

Our Ph.D. program attracts scholars dedicated to making significant contributions to both theory and practice. It is a rigorous program that encourages original research,

OUR COMMITMENT TO RESEARCH EXCELLENCE CONTINUES TO PLACE US AT THE FOREFRONT OF HOSPITALITY EDUCATION.



fostering a scholarly environment with global industry impact. To complement these academic pursuits, we've developed partnerships with leading hospitality businesses to provide our students with practical, hands-on experiences that are critical to their professional development. Research is a cornerstone of our mission at Rosen College. We host four highly cited research journals, positioning us as leaders in hospitality research. Our faculty, hailing from 18 different countries, bring diverse and rich perspectives to our research initiatives. They

explore a wide array of topics, from sustainable tourism practices to the economic impacts of tourism, providing valuable insights that continually advance industry practices.

Our commitment to research excellence continues to place us at the forefront of hospitality education. Through rigorous inquiry and innovative studies, our faculty and students deepen the industry's understanding of its impact on global economies, communities, and cultures. This research-driven approach ensures that our educational programs not only meet current industry standards but also anticipate future trends and challenges.

The *Rosen Research Review* (RRR) plays a crucial role in disseminating our groundbreaking research globally. It showcases studies addressing critical challenges in hospitality, providing thought leadership that bridges academic inquiry with practical industry applications. RRR reached more than one million impressions in more than 150 countries in just nine editions. This research enriches the academic experience and substantially contributes to the global hospitality discourse, influencing policy, and enhancing community and economic development.

As we look toward the future, Rosen College is committed to expanding its global partnerships and enhancing its research capabilities. We aim to foster an educational environment that not only anticipates the needs

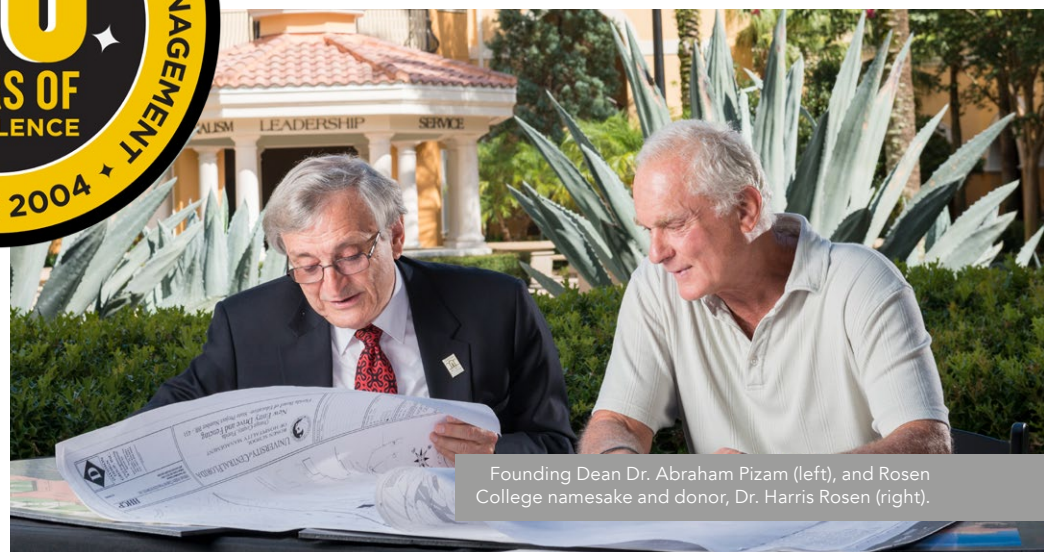
of the hospitality industry but also proactively responds to global challenges with innovative solutions. As we continue to expand our contributions to global hospitality standards, we know that our graduates are well-prepared to lead and innovate in an increasingly interconnected world. Our ongoing efforts to refine educational delivery and expand research capabilities highlight our commitment to maintaining and extending our leadership in hospitality education.

This anniversary is not just a celebration of our past achievements but also a reaffirmation of our commitment to remain at the forefront of hospitality education and research. We honor the legacy of Dr. Abraham Pizam, and the many contributors—our benefactors, our alumni, faculty, staff, students, industry partners, and all our stakeholders—who have shaped this institution, propelling it to its current stature as a global leader in hospitality education.

As we continue to lead and innovate, we are excited about the future, poised to shape the hospitality industry, cultivate the leaders of tomorrow, and push boundaries that unleash the potential of our industry. Here's to many more decades of establishing benchmarks in educational excellence and pioneering research.



Holly Robbins
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Founding Dean Dr. Abraham Pizam (left), and Rosen College namesake and donor, Dr. Harris Rosen (right).