

December 2020

A Message from Dean Youcheng Wang

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Recommended Citation

Wang, Youcheng (2020) "A Message from Dean Youcheng Wang," *Rosen Research Review*. Vol. 2 : Iss. 1 , Article 1.

Available at: <https://stars.library.ucf.edu/rosen-research-review/vol2/iss1/1>

There is so much to unpack about 2020, but we charge on!

It has been a challenging year for us all, especially for those of us immersed in hospitality, travel and tourism. Despite the challenges, and there are many, we are continuing to move forward and persevere.

We invite you to read the fall 2020 issue of the Rosen Research Review. With the downturn in the industry, research outcomes have become even more important for the future of those whose livelihoods rely on airlines, cruises, events, entertainment, lodging, restaurants, and travel. The coronavirus COVID-19 pandemic pushed us into a virtual existence, but did not deter our world-renowned faculty from continuing to conduct important research. This dedication to exploring knowledge resulted in UCF Rosen College of Hospitality Management rising in the ShanghaiRankings. Rosen College was named the nation's best, and number two in the world in the ShanghaiRankings, a listing of 500 top universities in the world, and a mark of excellence in the field of research. Rosen College has consistently moved up in the ShanghaiRankings survey over the last three years, starting with a world ranking of No. 20 and a national ranking of No. 7 in 2017; in just three short years we are at the top of the list and continue to share our research for the good of all.

As with the first two issues of the Rosen Research Review, we feature 10 articles, derived from research conducted by our faculty, collaborating with global academic partners, and sometimes our graduate degree-seeking students. We also include an interview with Dr. Abraham Pizam, founding dean of Rosen College. He is this issue's thought leader – an example of those in the field who put into practice each day what we teach in our curriculum to the future leaders of the hospitality industry. Dr. Pizam



is celebrating the 50th anniversary of achieving his Ph.D. He began overseeing UCF's hospitality program in 1983, was appointed Dean when the stand-alone college was built 17 years ago, and stepped down in 2018 to return to a faculty position at the college. He has conducted research projects, lectured, and served as a consultant in more than 30 countries, held various academic positions in the United States, the U.K., France, Austria, and Australia. Dr. Pizam is truly an icon of research in the industry and we are proud to share his thoughts in this Winter 2020 issue of the Rosen Research Review.

The research presented in this magazine was conducted before and during the pandemic. It looks at forecasts for the hospitality industry, trends for the future, and ideas that can enhance the business outlook for our partners and friends. COVID-19 gave us time to think, reflect, research and learn. It gave us time to put together a great new issue of the Rosen Research Review for our readers.

Whether you read the Rosen Research Review online or in hardcopy, we hope that you enjoy the magazine and share each new issue with your colleagues.



Dean and William C. Peeper Preeminent Professor in Destination Marketing

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
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