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The Dick Pope Sr. Institute for Tourism Studies, Marketing Flyer

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The Dick Pope Sr. Institute *for* Tourism Studies

at UCF's Rosen College *of* Hospitality Management

ANSWERS

You have questions,
we provide answers.

APPLICATIONS

You have challenges,
we provide practical
solutions.

RESULTS

You need solutions,
we provide results.

For more information
about working with the
Dick Pope Sr. Institute *for*
Tourism Studies, contact:

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WHO WE ARE

The Dick Pope Sr. Institute *for* Tourism Studies was established in 1979 after a roast held in honor of Dick Pope Sr., the founder and former owner of Cypress Gardens. In 1983, the Institute's advisory board successfully lobbied the Florida University System's Board of Regents and created the Hospitality Management undergraduate degree program at UCF. Its successor, the UCF Rosen College of Hospitality Management, is one of the largest hospitality programs in the nation and offers both undergraduate and graduate degrees at its campus located in the heart of Central Florida's tourism district and minutes from famed International Drive.

The Dick Pope Sr. Institute *for* Tourism Studies conducts extensive research for public and private enterprises locally and globally. More than 40 researchers in the hospitality and tourism industry currently work with the Institute, which operates under the guidance of Dr. Abraham Pizam, Dr. Robertico Croes, Dr. Tadayuki Hara and graduate research assistants.

OUR MISSION

The mission of the Dick Pope Sr. Institute *for* Tourism Studies is to improve the quality of the tourism product and increase the benefits of the tourism industry to the State of Florida and the local Central Florida community.

Our three major objectives are:

Research — Confidential and public domain

Public Awareness — Serve as advocates for the tourism industry

Education — Provide programs that improve industry professionalism

WHAT WE OFFER

Since 1979, the Dick Pope Sr. Institute *for* Tourism Studies has been the premier choice for cutting-edge hospitality research. Our world-class faculty and connections with international hospitality leaders provide you innovative solutions, applications and results.

PROVEN SUCCESS

The Dick Pope Sr. Institute *for* Tourism Studies has provided key research for the hospitality and tourism industry domestically and abroad. Clients include international destination management organizations, convention and visitor bureaus, hotels, hospitals, timeshare, restaurants, theme parks and more.