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Collection Development Policy, Rosen

Tim Bottorff
timothy.bottorff@ucf.edu

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Collection Development Statement

Department: Universal Orlando Foundation Library at the Rosen College of Hospitality Management

Drafted by: Tim Bottorff, Head, Rosen Library

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Background:

UCF's Hospitality Management program was established in 1983 as the department of Hospitality Management within the College of Business Administration. The program was elevated to the status of an autonomous school and renamed the Rosen School of Hospitality Management in 2000, following an \$18 million donation by hotelier Harris Rosen and additional donations by hospitality companies and others.

In January 2004 the Rosen School moved from the UCF Orlando campus to a brand new state-of-the-art campus located on Universal Boulevard in the heart of Central Florida's tourism corridor. In May 2004, the school was elevated to a full college within the university, officially called the Rosen College of Hospitality Management.

The College currently employs approximately 50 full-time faculty members and a large number of adjunct instructors. The College enrolls approximately 2800 students in its undergraduate programs and approximately 100 students in its graduate programs. Most courses are offered in traditional face-to-face classrooms, but in recent years the College has increased its offerings of mixed-mode and online-only courses.

The College's curriculum is uniquely focused on preparing students with the managerial tools required for the hospitality industry, i.e., accounting, marketing, human resources management, information systems, legal environment, and strategic management. The program, which melds theory and practical experience, includes a firm foundation in liberal arts, management courses, extensive fieldwork, and required and elective courses specific to the hospitality service industry.

The Rosen Library's collection began with an opening day collection of approximately 3000 hospitality-related print volumes, current periodicals, and media transferred from the John C. Hitt's Library collection which, through the years, had been acquired with library funds allocated to the hospitality program. Subsequent materials considered for the collection come to the attention of the selectors through faculty requests, approval and slip plans, interlibrary loan reports, publisher catalogs, journal book reviews, or by identification in standard collection development tools.

Scope:

"Hospitality" is an umbrella term that encompasses a wide array of diverse industries related to foodservice, lodging, meetings & events, theme & amusement parks, and recreational facilities.

Its counterpart, “tourism,” also involves a wide spectrum of services that support a traveler’s need for transportation, food, lodging, amusement, and entertainment. Together the academic discipline of hospitality & tourism involves numerous areas of study, including cookery, nutrition, finance, accounting, marketing, management, law, and information technology. Relatively speaking, hospitality and tourism studies is still in its infancy as an academic study, having been studied widely and systematically in colleges and universities only since the mid-1900s.

Collection Purpose:

The collection supports undergraduate and graduate instruction, and faculty and student research in the Rosen College of Hospitality Management. Because hospitality is a multidisciplinary field, an attempt is made to develop a well-balanced library collection with emphasis on faculty areas of specialization and research as follows:

- Tourism Management
- Lodging Management
- Food Service & Restaurant Management
- Event Management
- Theme Park & Attractions Management
- Timeshare & Vacation Ownership Resort Management
- Golf & Club Management
- Related areas of emphasis include:
 - Airlines
 - Beer
 - Cruise lines
 - Spas
 - Spirits
 - Wedding planning
 - Wine

Degrees offered by the Rosen College of Hospitality Management include:

Undergraduate Degrees:

Bachelor of Science in Hospitality Management
 Bachelor of Science in Event Management
 Bachelor of Science in Restaurant & Foodservice Management

Undergraduate Minors:

Hospitality Management
 Event Management

Graduate Degrees:

Master’s Degree in Hospitality and Tourism Management
 Ph.D. in Hospitality Management

Certificates:

Graduate Certificate in Destination Marketing & Management
Graduate Certificate in Event Management

Collection Description:

The Rosen Library's collection, in line with the College's emphasis, is heavily focused on management topics associated with travel & tourism, lodging, foodservice & restaurants, meetings & events, theme parks & attractions, timeshares & vacation ownership, golf & clubs, and related areas.

Some duplication of titles from the John C. Hitt Library's collection is unavoidable, particularly with regard to classic titles in business management and materials related to Orlando-area topics.

The Rosen Library general collection currently includes over 9,700 titles and consists of scholarly monographs, monographic series, and conference proceedings of U.S. and international symposia and congresses. Cookbooks are collected only selectively; of chief interest are quantity cookery, restaurant operations, and works related to specialized or international types of cuisine.

The Rosen Library reference collection currently includes over 700 titles. The majority are hospitality and tourism titles, but also included are many general business reference sources, a small number of atlases, and a small number of general reference titles.

Since June 2004, the Rosen Library has also served as a full depository library for United Nations World Tourism Organization (UNWTO) materials. As of this writing, the Rosen Library is one of only seven libraries in the United States to have this distinction. UNWTO materials are interfiled throughout both the general and reference collections, according to their subject matter. UNWTO materials are primarily in English, but a small number are in French, Spanish, or Russian.

The Rosen Library video collection is primarily used by faculty for instruction and includes over 500 DVD, Blu-ray, and VHS titles. DVD and Blu-ray are the preferred for physical video formats, but some classic VHS titles are maintained and continue to be in-demand by instructors. In recent years, the UCF Libraries has acquired a small collection of hospitality-related streaming videos, primarily through the FMG Films on Demand service. Streaming videos are generally preferred, but limited selection dictates that DVD and Blu-ray titles continue to be collected for the foreseeable future.

The Rosen Library also maintains a small Hospitality Heritage book collection, with approximately 40 titles that are older and require careful handling – but which are not so rare or valuable that they require placement in Special Collections & University Archives.

The Rosen Library media collection also includes a small number of management-related audiobooks and CD-ROMs.

Rosen Library patrons also have access to the large collection of electronic resources to which UCF Libraries subscribes. Key databases that support the study of hospitality and tourism and which are frequently accessed by Rosen Library students and faculty include:

- *Hospitality & Tourism Complete*
- *Leisure Tourism Abstracts*
- General business databases such as *ABI/Inform* and *Business Source Premier*
- Company and industry research databases such as *Hoover's Online*, *IbisWorld*, *LexisNexis*, *Marketline Advantage*, *Mintel*, *S&P NetAdvantage*, *SBRnet*, and *ValueLine*
- *Dissertations & Theses Full Text*
- Newspapers such as *Orlando Sentinel*, *Orlando Business Journal*, and *Wall Street Journal*
- *SimplyMap*
- *Testing & Education Reference Center Basic*

The current Rosen Library periodical collection has over 100 print subscriptions, including scholarly journals in the field, trade subscriptions, and some general business periodicals. Since the Rosen Library is isolated from other UCF Libraries facilities and serves Rosen College students and faculty as well as industry professionals and members of the public, a fairly large selection of print journals and magazines is maintained for browsing, instructional, and preservation purposes.

Key scholarly journals maintained in print include:

- *Event Management*
- *FIU Hospitality Review*
- *Hospitality & Society*
- *International Journal of Hospitality & Tourism Administration*
- *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*
- *Journal of Foodservice Business Research*
- *Journal of Heritage Tourism*
- *Journal of Hospitality & Tourism Education*
- *Journal of Hospitality Financial Management*
- *Journal of Hospitality Marketing & Management*
- *Journal of Human Resources in Hospitality & Tourism*
- *Journal of Information Technology & Tourism*
- *Journal of Quality Assurance in Hospitality & Tourism*
- *Journal of Sustainable Tourism*
- *Journal of Teaching in Travel & Tourism*
- *Journal of Travel & Tourism Marketing*
- *Journal of Travel Research*
- *Journal of Vacation Marketing*
- *Strategic HR Review*
- *Tourism Analysis*
- *Tourism & Hospitality Review*
- *Tourism Culture & Communication*

- *Tourism Economics*
- *Tourism in Marine Environments*
- *Tourism Review International*

Most scholarly journals are bound and maintained in the Rosen Library's general collection. Electronic access to some of these titles – as well as to thousands of other scholarly journals – are available through the UCF Libraries' database and online journal subscriptions.

Key trade publications maintained in print include:

- *American Spa*
- *Attractions Management*
- *Convene*
- *Corporate & Incentive Travel*
- *Cruise Industry News*
- *Cruise Travel*
- *Developments: The Voice of the Vacation Ownership Industry*
- *Expo*
- *Food Management*
- *Food Technology*
- *Foodservice Equipment & Supplies*
- *Funworld*
- *Hospitality Design*
- *Hospitality Law*
- *Hotel Business*
- *Hotel Management*
- *Incentive*
- *InPark Magazine*
- *Leisure Management*
- *Lodging*
- *Meetings & Conventions*
- *Nation's Restaurant News*
- *Orlando Attractions*
- *Porthole*
- *Private Clubs*
- *QSR*
- *Restaurant Business*
- *Restaurant Hospitality*
- *Spa Management*
- *Successful Meetings*
- *Tourist Attractions & Parks*
- *Travel Weekly*
- *UNWTO World Tourism Barometer*

- *Vacation Industry Review*
- *Wine & Spirits*
- *Wine Business Monthly*
- *Wine Enthusiast*
- *Wine Spectator*
- *Wines & Vines*

Most trade publications are not bound, unless the Libraries does not have electronic access to the title. Electronic access to most of these titles – as well as to thousands of other trade and popular periodicals – are available through the UCF Libraries’ database and online journal subscriptions.

Collection guidelines

- **Chronology: Emphasis/restrictions**
While the heavy emphasis is on current materials, important works covering historical aspects are collected selectively.
- **Languages: Emphasis/restrictions**
English is the primary language of the collection. English language translations are acquired as needed. Materials in other languages may be purchased on occasion. UNWTO materials are published primarily in English, but also include some titles in French, Spanish, and Russian.
- **Geography: Emphasis/restrictions**
While the hospitality industry is global in outlook, materials collected are principally North American and Western European in origin. Materials from the rest of the world are not excluded, but are collected only selectively.
- **Subject treatment**
Materials related to all aspects of hospitality and tourism management are considered. Sources of statistical data are of interest. The field is unique in that much of the relevant literature is business related (marketing, management, and financial) or is produced by professional trade associations (such as the National Restaurant Association or the International Association of Amusement Parks), specialized publishers, or consulting firms.

Advanced academic and scholarly publications are preferred, although some popular materials are included in the collection where appropriate. Lower-division college textbooks are not ordinarily purchased. Upper division textbooks are acquired selectively, particularly if the titles have exceptional historical value or if there is little else published on the topic.

Translations, proceedings, theses, and dissertations are collected selectively.

Books of readings and manuals are collected very selectively.

- **Material formats: Emphasis/restrictions**

Rosen Library's collections currently consist of traditional print monographs and serials, electronic books, electronic databases, video and audio recordings, and microforms.

Rosen students and faculty currently still display a preference for print books, and many specialized books are still published only in print. However, books that are likely to be needed by large groups of students, as well as books with an interdisciplinary focus that might be frequently requested by UCF students at other campuses, are collected in electronic format, when possible. Serials are collected in electronic format, when possible, to provide as much access as possible.

Some additional formats such as government documents and rare books and archival manuscripts (such as the Harrison "Buzz" Price gift of papers and feasibility studies) are housed with appropriate collections at the John C. Hitt Library. Other formats will be added to the Rosen Library collection as they are developed and to the extent that they meet the various selection criteria.

- **Publication dates:**

There are no restrictions on publication dates, but the emphasis is on current materials. Retrospective items are purchased selectively to fill gaps in the collection.

Subjects Collected and Collecting Levels

Key: 0= Do not collect; 1= Minimal level; 2=Basic information level; 3=Instructional support level; 4=Research level; 5=Comprehensive

LC Range	Description	Existing Level	Desired Level
AS6	Events	3	3
E158	Travel	3	3
F309.3	Florida guidebooks	3	3
G149-163	Tourism	4	4
G465	Travel writing	3	3
G500+	Tourism	4	4
G540-550	Cruise lines, ocean travel	4	4
GT3403-3406	Event industry	4	4
GT3930	Fairs, festivals	4	4
GV14.5	Leisure/Tourism	4	4
GV160	Leisure services	3	3
GV181-187	Leisure management	3	3
GV188	Leisure/Tourism	3	3
GV191	Outdoor recreation, camping	3	3
GV198-199	Walking, camping	2	2
GV401	Sports facilities	3	4

LC Range	Description	Existing Level	Desired Level
GV428.5	Health fitness facilities	3	3
GV713	Sports events	3	4
GV721.5	Mega events	3	3
GV854.35	Ski industry	3	3
GV961-984	Golf industry	3	3
GV 1800+	Circuses, spectacles, etc.	3	3
HD7289.2	Timeshares	4	4
HD8038-8039	HR/Careers/Professionalism	3	3
HD9354-9356	Wine/Beer industry	4	4
HD9374-75	Wine industry	4	4
HE381-1000	Water transportation	3	3
HE945	Ships	3	3
HD9397	Beer/Spirits industry	4	4
HE9761+	Air transportation	4	4
HF5430.3	Shopping studies	3	3
HF5686	Hospitality accounting	4	4
HF5734.5	Meeting planning	4	4
HG4001-4280	Business finance	3	3
HQ75.25	Gay tourism	4	4
HQ117	Sex tourism	4	4
HQ160-162.5	Sex tourism	4	4
HQ241-242.55	Sex tourism	4	4
HQ745	Wedding planning	3	3
HS2723	Club management	3	3
HS3175	Club management	3	3
HV41.9	Events	4	4
HV6711-6721	Casinos/Gambling	3	3
KF951	Hospitality law	4	4
KF2042	Hospitality law	4	4
KFF 0-599	Florida law	2	2
NA7800-7858	Design of hotels & restaurants	3	3
NA 7910-7977	Design of clubhouses	3	3
NC 997-1003	Commercial art, advertising art	3	3
NC1766	Walt Disney company	3	3
NK2195	Hotel/restaurant architecture	4	4
PN6071	Food writing	3	3
NC1002	Restaurant graphics	3	3
PN1998-1999	Walt Disney company	3	3
QL737	Whale watching	3	3
RA783.5	Travel health	4	4
RA794	Spa management	4	4
RA803-891	Spas, spa vacations	4	4
RA943	Wellness hotels	3	3

LC Range	Description	Existing Level	Desired Level
SB387-390	Grapes, viticulture	4	4
SB481-486	State parks	3	3
SK655	Wildlife tourism	4	4
TL685.7	Commercial aircraft	4	4
TL793	Space tourism	4	4
TP368-465	Food processing	3	3
TP500-669	Fermentation, beverages, alcohol	4	4
T391-396	Tradeshows	4	4
TL725-726	Airlines/Airports	4	4
TT157	Table decorations	3	3
TT950.7	Beverage management	4	4
TT965	Spas	4	4
TT980+	Laundry work	3	3
TX1-340	Home economics	3	3
TX341-412	Nutrition, food supply	3	3
TX413-599	Food industry and safety	3	3
TX600-840	Cookery	4	4
TX851-885	Dining room service	4	4
TX 901-946.5	Hospitality, hotels, restaurants, food	4	4
TX 950-953	Taverns, Barrooms, Saloons	4	4
TX 955-985	Building operation & housekeeping	4	4
VM381-385	Cruise ships, passenger ships	4	4
Z 5986	Foodservice/restaurant bibliography	4	4
Z 6011-6019	Voyages/travel bibliography	4	4
Z 6250	History/hospitality/hotels bibliography	4	4

Subjects excluded:

None.

Cooperative arrangements and related collections:

Resources which support other disciplines such as marketing, management, finance, accounting, sports fitness, and human nutrition often support the research and curricular interest of hospitality and tourism management faculty and students. They are available for loan from the John C. Hitt Library and other UCF Libraries facilities via the Interlibrary Loan service.

Collection management issues:

- **Gifts**

All gifts should meet criteria described in this collection development statement. Gifts received at the Rosen Library are evaluated by Rosen librarians and then flow through the standard UCF Libraries gifts process.

- **Replacement**

Any lost or stolen item which appears on the missing circulation reports will be considered for replacement.

- **Retention/Deselection**

- The decision to dispose of certain items takes into account such factors as past circulation, date of publication, nature of the material, and the judgment of interested faculty members as to the continued usefulness of the material to their subject areas.
- Outdated, unused, and no longer reliable materials are removed from the collection.
- Deteriorated materials can be repaired, replaced, or discarded.
- Periodicals or electronic resources will be weeded when:
 - The library has only fragments of a title, which do not justify the cost of filling out the run with an alternative format.
 - A title has not been subscribed to for more than five years and its value is not apparent.
 - A title has not been currently subscribed to for at least five years and the related programs have been discontinued.
 - A title has been replaced by electronic access (or a different form of electronic access) and its retention is no longer necessary or advisable.

- **Out of print acquisition**

Online out-of-print dealers makes location of these items relatively convenient. As with other acquisitions, out-of-print titles will be acquired if there is a clear need to have the specific item in the collection and the price is reasonable.

- **Preservation**

The Rosen Library will consult with the Acquisitions and Special Collections department on all matters relating to the care, repair, and safekeeping of all circulating library materials regardless of format type. Preservation issues of importance include:

- Collection maintenance of existing materials – rehousing, rebinding, repair, conservation, media transfer
- Deacidification projects - selected titles, whole collections, or partial collections
- Reformatting materials to microfilm or digital images
- Questions related to gifts-in-kind that may require preservation attention before materials are added to the collection