5-1-1994

Dick Pope Sr. Institute for Tourism Studies: History, Objectives and Activities

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THE DICK POPE SR. INSTITUTE FOR TOURISM STUDIES:
History, Objectives and Activities

Spring 1994
HISTORY:

The Dick Pope Sr. Institute for Tourism Studies was established in September 1979 in the College of Business Administration of the University of Central Florida through a $25,000 donation by the Orange Blossom chapter of the Florida Public Relations Association. The funds for the donation were collected at an annual Roast and Toast of the association which in 1979 honored Dick Pope Sr., then the owner of Cypress Gardens and the first commercial tourist entrepreneur in Florida.

MISSION AND OBJECTIVES:

The institute’s mission is to improve the quality of the tourism product and increase the benefit of tourism accruing to the industry, the state and the local community. From its inception, the institute adopted the following three major objectives:

1. Research: Collecting, developing, and disseminating information relevant to the tourism and hospitality industry.

2. Public Awareness: increasing public awareness of the tourism industry in Florida and the U.S., and its contribution to the social and economic welfare of the community.

3. Education: providing training programs for tourism occupations.

1. Research Activities: The institute conducts two types of research activities: proprietary and public domain. In proprietary research, the institute conducts a variety of commercial research projects that are commissioned and paid by tourism enterprises that do not have the expertise to conduct such activities by themselves. All proprietary research projects carry a modest overhead for the university and the institute. In public domain research, the institute conducts a variety of research projects that are of public interest. These projects are paid by internal funds that are earned from the overheads of the proprietary projects.

2. Public Awareness: The institute conducts a variety of activities aimed at educating the public at large as to the contributions of the tourism industry to the economic and social welfare of the community. As such, the institute serves as an advocate for the tourism industry. Typical examples of such activities are: public lectures at civic, community and professional associations, presentations to elementary, high-school and community college students, consultations with entrepreneurs, developers and financial analysts, and most importantly, sharing its expertise, data and opinions with members of the media.

3. Education: The initial educational objectives of the institute were to conduct both credit and non-credit educational activities in the field of Tourism and Hospitality Management. In 1983, the institute’s advisory board was successful in lobbying the Board of Regents for the creation of a Hospitality Management undergraduate degree program at UCF. Since then, the Department of Hospitality Management has taken over the baccalaureate program activities while the institute continued to offer non-credit educational programs aimed at improving professionalism in the industry.
The institute's research, public awareness, and educational programs, provide the tourism industry and the community at large, free or low-cost professional services and information relating to the tourism industry. The institute has been regarded to act as a credible and reliable source of objective information for public officials and the media.

ORGANIZATION:

At its inception in 1979, the Institute was established as a type IIB institute in the College of Business Administration. The positions allocated to the institute were a full-time Director (Dr. Ed Mayo who held a faculty appointment in the Marketing Department) and one full-time secretary. In 1982, another half-time position was created for a Research Director and staffed by Dr. Roger Calantone, a faculty member in the Marketing Department.

In the Fall of 1983, following the resignation of Dr. Mayo, Dr. Abraham Pizam was appointed as the Institute Director and given the charge to re-establish the institute's activities, and plan an undergraduate degree program in Hospitality Management.

In 1984, the Hospitality Management program was established with three new faculty members. Administrative support of the program was provided by the Institute's staff. Dr. Pizam, the institute's director, was also appointed as the chair of the Hospitality Management Department, and the institute's secretary was appointed as the secretary for the Department.

The research director, Dr. Roger Calantone, was not involved in the department's affairs since he held a half-time position in the department of marketing.

In the spring of 1986, Dr. Calantone resigned from the university, and the institute was given permission to recruit a research director who would have one half-time position in the institute and the other half in the hospitality management department. In 1988, the institute was taken out of the College of Business Administration and was eventually placed in the College of Health and Public Affairs. In the Fall of 1991, the Institute was reestablished in the College of Business Administration.

Today, the institute operates with the following positions:

1. Director: Dr. Ady Milman who has a two-thirds appointment in the Hospitality Management Department

2. Department of Hospitality Management and College of Business faculty who are affiliated with the Institute on an ad-hoc basis, according to their research involvement.

3. Graduate research assistants
## RESEARCH:


The following research projects have been sponsored by external funding and have been implemented through the Dick Pope Sr. Institute.

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Sponsor/Location</th>
<th>Month/Year</th>
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<tr>
<td>Central Florida Hotel &amp; Motel Association (January 1994)</td>
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<td>Holiday Inn Maingate Marketing Study (March, 1993)</td>
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<tr>
<td>Central Florida Hotel &amp; Motel Association (February 1993)</td>
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<td>Central Florida Hotel &amp; Motel Association (April 1992)</td>
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<td>End Time Ministries International, Curubusco, IA (July 1991)</td>
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<td>Wet N' Wild, Orlando, FL (April 1991)</td>
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<td>Maharishi Veda Land, Atlanta, GA (March 1991)</td>
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<td>Seminole County Tourism Development Council (January 1990)</td>
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<td>Government of Spain Office of Tourism, Madrid (October 1989)</td>
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<td>Wet N' Wild, Orlando, FL (April 1989)</td>
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<td>Villa Las Palomas Restaurant, Orlando, FL (March 1989)</td>
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<td>Church Street Station, Orlando, FL (December 1988)</td>
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<td>Watermania, Kissimmee, FL (August 1988)</td>
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<td>Silver Springs, FL (July 1988)</td>
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<td>Spanish National Tourism Office, Madrid (March 1988)</td>
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<td>Watermania, Kissimmee, FL (September 1987)</td>
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<td>Silver Springs Commercials, FL (May 1987)</td>
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<td>Silver Springs ad campaign, FL (February 1987)</td>
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<td>Schenkel &amp; Schultz Feasibility (November 1987)</td>
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<td>Park Equus/Arabian Nights, Orlando, FL (October 1986)</td>
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<td>Orlando Art Museum (June 1986)</td>
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<td>Sears Travel, Orlando, FL (April 1986)</td>
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<td>Weeki Wachee survey, FL (March 1986)</td>
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<td>Loch Haven Art Center, Orlando, FL (October 1985)</td>
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<td>Silver Springs Visitors, FL (April 1985)</td>
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<td>Central Florida Hotel and Motel Association Economic Impact (June 1985)</td>
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<td>Meals-on-Wheels, Orlando, FL (October 1984)</td>
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<td>Cypress Gardens Non-Visitor Study, FL (April 1984)</td>
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<td>Florida Department of Commerce: Tourist Interviews (October 1984)</td>
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<td>Florida Department of Commerce: Tourism Model (November 1984)</td>
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<td>Florida Department of Commerce: Performance Measures (October 1984)</td>
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2. Public Domain Research Activities:

The Dick Pope Sr. Institute has been involved in a series of public domain studies that have contributed new knowledge about the tourism industry to the local community, the State of Florida, and the U.S.

Following are some of the topics covered by the institute's public domain research activities:

A. The Image of Central Florida
   1. The Image of Central Florida as a Vacation Destination among U.S. Residents.

B. The Economic Impact of Tourism on Florida's Economy
   1. Input/Output study of Florida's tourism industry

C. The Accommodation Industry:
   1. Annual Central Florida Hotel/Motel Economic Impact
   2. Annual Hotel/Motel Wage & Salary Survey

D. Forecasting Tourist Arrivals in the State of Florida:
   The Dick Pope Sr. Institute produced a quarterly publication called *Tourism Barometer II* that dealt with forecasting air and auto visitors to the State of Florida. The publication was discontinued in the Spring of 1989, due to a similar publication being launched by the Bureau of Economic Analysis of the Florida Department of Commerce.

E. Tourism as a Mediator for Peace:
   1. The Effect of Tourist Visitations on Attitudinal Changes among U.S. Citizens Visiting the U.S.S.R.
   2. The Effect of Tourist Visitations on Attitudinal Changes among Israeli Citizens Visiting Egypt.

F. The Theme Park Industry:
   1. The Role of Theme Parks as a Leisure Activity for Local Communities
   2. Theme Parks and Attractions: A global overview
   3. Predicting Theme Park Attendance: A Behavioral Model

G. Manpower Problems in the Hospitality Industry:
   1. Overcoming the Labor squeeze in the Hospitality and Tourism industry.
H. The Social Impact of Tourism:

1. The Social Impacts of Tourism on the Central Florida Community as Perceived by its Residents.

2. A Multi-National Longitudinal Study of the Social Impacts of Tourism on Local Communities. A study sponsored by UNESCO's Center for Coordination and Documentation of Social Science Research.

I. The State of Florida Tourism Industry:

1. A detailed Analysis of the Characteristics and Profile of Florida Tourists

J. Operating a University-Based Tourism Research Institute:

1. The Role and Responsibility of a Tourism Research Center: The Dick Pope Sr. Institute for Tourism Studies.

PUBLIC AWARENESS:

In addition to appearing regularly before state, local and national professional and civic organizations, the institute has published a series of articles in local newspapers such as The Orlando Business Journal and the Orlando Sentinel. The publications dealt with major areas of public concern relating to the Central Florida tourism industry.

The Institute is quoted almost on a daily basis in printed and electronic media locally and nationally (i.e. New York Times, The Wall Street Journal, The Orlando Business Journal, Orlando Sentinel, WMFE, WESH TV, WCPX TV, WFTV, WUCF, and others) regarding current issues in the tourism industry. As a major professional and academic resource for the field of tourism, the staff of the institute spends between 8 and 16 hours per week talking to investors, developers, financial analysts and tourism managers on various issues and problems relating to the Florida Tourism Industry.

EDUCATION:

Following are some of the seminars that have been prepared and presented to local tourism and hospitality industry executives:

"Strategic Audit of Business Enterprises."
"Making the Sale: Learning and Using Effective Selling Techniques."
"Building Business Through Customer Service."
"Effective Telemarketing."
ACADEMIC PUBLICATIONS RESULTING FROM INSTITUTE'S PROJECTS:

The institute's research activities have resulted in many academic and professional publications. The following is a partial list of recent publications:


Ady Milman "The Role of Theme Parks as a Leisure Activity for Local Communities" Journal of Travel Research Volume 29, No. 3 (1991) pp. 11-16


Mark A. Bonn and Abraham Pizam "Tackling the Hospitality Labor Crunch: Solutions to Increase Employee Retention" accepted for Publication in International Journal of Hospitality Management.


ACADEMIC PRESENTATIONS RESULTING FROM INSTITUTE'S PROJECTS

The institute's research activities have also resulted in many academic and professional presentations at national and international meetings. The following are examples of some of these recent presentations:


PROFESSIONAL AFFILIATION:

International Academy of Hospitality Research
Center for Strategic Studies in Resource Policy
Council on Hotel, Restaurant and Institutional Education
Society of Tourism and Travel Educators
Tourism and Travel Research Association.
National Tour Foundation Education Advisory Council
Florida Tourism Association
Orlando/Orange County Convention and Visitor Bureau Research Committee