Dick Pope, Sr. Institute for Tourism Studies: Research, Education, Public Awareness

Dick Pope Sr. Institute for Tourism Studies

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The University of Central Florida is a general purpose institution and a member of the Florida State University System. Its main campus is located in 1,227 tree-covered acres with an enrollment of approximately 16,000 students and a faculty of 480. The University is composed of the Colleges of Arts and Sciences, Business Administration, Education, Engineering, and Health.

The College of Business Administration is composed of the Departments of Economics, Finance, Management, Marketing, Hospitality Management and the School of Accounting. It also administers the Center for Economic Education, Small Business Development Center, and the Dick Pope, Sr. Institute for Tourism Studies. The college has an enrollment of 4,000 majors in its undergraduate and graduate programs. All degree programs are accredited by the American Assembly of Collegiate Schools of Business.

Dick Pope, Sr.
Institute for Tourism Studies
College of Business Administration
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The Dick Pope, Sr. Institute for Tourism Studies is dedicated to improving the quality of the tourism product and increasing the benefits of tourism accruing to the industry, the state and local community.

To this end the Institute is involved in a variety of programs in the fields of research, education and public awareness.

**RESEARCH**

Our research includes the collection, development and dissemination of information relevant to the tourism and hospitality industry. The types of research studies we conduct are:

1. Marketing
2. Consumer behavior and visitor satisfaction
3. Feasibility
4. Economic
5. Motivational
6. Forecasting

Our research is custom-tailored to the needs of individual enterprises, no matter how small or large they are. Some of our patrons are: tourism promotion agencies at the state and local levels; tourism development commissions; professional associations; and private enterprises such as attractions, hotels, motels, food-service establishments, ground and air transportation companies, travel agencies and tour operators, and other related businesses.

**EDUCATION**

Our educational activities cover credit as well as non-credit programs.

**Credit Programs:** Since 1984 the Hospitality Management Department offers a four-year baccalaureate program in Hospitality Management. This program is intended to prepare young people to work in managerial positions in the Hospitality and Tourism industry.

**Non-credit Programs:** These include: short courses, seminars, workshops, conferences, in-service training and executive development programs intended to satisfy the continuing educational needs of managers and executives employed in the Hospitality and Tourism industry. The majority of such programs are tailor-made to the needs of specific enterprises or professional associations.

**PUBLIC AWARENESS**

The Institute devotes significant efforts to increasing public awareness of the tourism industry in Florida and the entire U.S.A., and of the contribution of the industry to the social and economic welfare of the general public. Here the Institute’s activities center on the production and distribution of written and audiovisual information on the value of the tourism and hospitality industry to the community.

**BACKGROUND**

The Dick Pope, Sr. Institute for Tourism Studies was created at the University of Central Florida in recognition of the contributions made by the Cypress Gardens founder in promoting Florida. The Orange Blossom Chapter of the Florida Public Relations Association orchestrated the Dick Pope Roast & Toast Program which provided the initial funding for the establishment of the Institute.

The Institute's activities are guided by an Advisory Board made up of leaders representing all major sectors of the tourism industry — hotels, major theme parks and attractions, airlines, car rental firms, tour bus companies, restaurants, advertising agencies specializing in tourism advertising, state and federal government, and international tourism interests. Although the Institute's charter is statewide, its activities have impact well beyond the borders of the state.