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We are pleased to announce the unveiling of our new home on the Web, available at:

http://library.ucf.edu/rosen

The new site is a user-friendly portal through which hospitality management students can conduct their research, request materials, and seek assistance. Links to the UCF Libraries' online catalog and electronic databases are featured prominently, so you can easily access all the resources you are already familiar with. Links to the course reserves catalog, to interlibrary loan forms, and to the online book renewal form are also included for your convenience.

In addition, the new site features information about the vast array of resources and services available to Rosen students, including links to our “Ask a Rosen Librarian” service, research guides, helpful websites, hours, directions, news, and much more!

Please take a few minutes to cruise around our new Website. Additions and improvements to the pages will continue throughout the summer, and we welcome your feedback!

Long before it blossomed into the multi-billion dollar enterprise that exists today, the Florida tourism industry catered to curious northern visitors who flocked to the state for its “healthful” climate and “exotic” destinations.

Indeed, the first wave of visitors began to trickle into Florida settlements such as St. Augustine and Jacksonville as early as the 1830s and '40s, when a network of modern hotels and ship routes began to emerge.

However, the souvenir industry really blossomed during the era between the end of the Civil War and the beginning of the Depression, a period in which Florida emerged as America's most popular tourist destination.

Visitors who flocked to Florida in the latter part of the nineteenth century were often intrigued by locally-made crafts, postcards, and travel guidebooks. (Continued on page 2)
By the turn of the century, tourists' tastes turned towards more refined and expensive mementos, such as fine china, carefully-crafted wooden canes, and sterling silver spoons.

Throughout the middle of the twentieth century, Florida's tourism industry still featured numerous "mom and pop" souvenir stands that catered to vacationers driving across the state in search of surf, sun, and sightseeing.

Many thanks to The Orange County Regional History Center for loaning us over 30 Florida vintage souvenirs for the exhibit that runs May-June 2004.