



CareerSource Central Florida and UCF Rosen College of Hospitality Management Unite to Shine a Light on the Diverse Career Paths in Hospitality & Tourism

Driving conversations and shifting perceptions in careers in the hospitality & tourism industry

ORLANDO, Fla. (March 11, 2024) – CareerSource Central Florida (CSCF), the region's innovative workforce leader, unites with the University of Central Florida Rosen College of Hospitality Management, distinguished as the nation's top college for hospitality research and education, to showcase the vast array of career opportunities in the hospitality and tourism industry. This partnership aims to change perceptions and spark conversations about the diverse and rewarding career paths available in a sector that employs nearly 40% of Central Florida's workforce.

Together, CSCF and Rosen College are tackling misconceptions about the hospitality industry, such as the idea of limited career growth, low wages, and few opportunities for advancement. Through their united efforts, they strive to highlight the endless opportunities available within the hospitality and tourism industry. Pam Nabors, President & CEO of CareerSource Central Florida, expressed the initiative's importance: "As leaders, it is our responsibility to ensure the hospitality and tourism industry remains at the forefront of career innovation and opportunity in Central Florida," Nabors said. "By creating these conversations, we are raising awareness about the variety of career opportunities available in the hospitality and tourism industry now and in the future."

A significant aspect of this partnership was a panel discussion at CareerSource Central Florida's February Board of Directors meeting, featuring insights from Dr. Cynthia Mejia, Interim Dean of the Rosen College of Hospitality Management; Dr. Alan Fyall, Associate Dean of Academic Affairs and Visit Orlando Endowed Chair of Tourism and Marketing at the Rosen College; and Pam Nabors. The panel underscored the importance of developing partnerships and enhancing educational and training opportunities for young people and professionals aspiring to careers in the hospitality industry.

Dr. Cynthia Mejia shared her vision for the partnership's impact on the industry's future: "The future of hospitality and tourism lies in our collective ability to innovate, educate, and inspire. Together with CareerSource Central Florida, UCF Rosen College is at the forefront of this journey, creating pathways that not only elevate the industry but also empower individuals to achieve their fullest potential in diverse and fulfilling careers. This collaboration is a testament to our shared commitment to nurturing the next generation of industry leaders, equipped with the knowledge and skills to thrive in a dynamic and evolving landscape."

Central Florida is renowned for its exceptional hospitality and leadership in global travel and tourism. The industry offers life-changing careers in various sectors, including management, finance, data analytics, customer service, event leadership, and marketing. These careers

provide competitive salaries, valuable benefits, and the development of crucial, transferable skills that pave the way for rewarding and progressive career opportunities.

Through their collaborative efforts, CareerSource Central Florida and the Rosen College of Hospitality Management are crafting innovative strategies, solutions, and curricula that address the needs of local businesses and prepare the workforce for future challenges and opportunities. Their goal is to establish pathways to career advancement, competitive wages, and attractive benefits, motivating the existing workforce and attracting new talent to the thriving hospitality and tourism industry.

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About CareerSource Central Florida

CareerSource Central Florida (CSCF) is a solutions-oriented workforce leader in the state of Florida, state and federally funded with an annual operating budget of approximately \$38.5 million. CSCF provides comprehensive career solutions to job seekers and local businesses by helping them find and hire talent, train and educate workers, and provide innovative workforce intelligence across the Central Florida region. In fiscal year 2022-2023, CSCF served more than 59,000 career seekers and 3,300 businesses. CSCF placed more than 7,300 individuals in jobs and helped advance skills for more than 3,000 career seekers across Lake, Orange, Osceola, Seminole, and Sumter Counties. For more information, visit www.CareerSourceCentralFlorida.com

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About UCF Rosen College of Hospitality Management

The UCF Rosen College of Hospitality Management is the nation's leading college for hospitality education and research, ranked #1 in the nation and top 5 in the world by the 2023 ShanghaiRankings' listing of 500 of the world's top universities for hospitality and tourism programs. The college offers undergraduate and graduate programs in hospitality management, event management, entertainment management, lodging and restaurant management, lifestyle community management, and theme park & attraction management. Uniquely positioned in America's top tourism destination—Orlando, FL, we educate the next generation of industry leaders through internationally recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. This year marks the momentous 20th anniversary of the college, celebrating two decades of excellence and innovation in hospitality education. To learn more, visit hospitality.ucf.edu

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