



UCF

Rosen College of Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA



Graduate Certificate in Luxury Destination Marketing and Management



Japan Tourism Agency

Ministry of Land, Infrastructure, Transport and Tourism



UCF

UNIVERSITY OF
CENTRAL FLORIDA



UCF

Rosen College of Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA

Teaching Professionalism,
Leadership & Service

WE ARE HOSPITALITY

#1

Rated #1 in the nation by the 2020 Shanghai Rankings' listing of 500 of the world's top universities for hospitality and tourism programs in the world; 2nd globally. Also, ranked among the top 5 best colleges for hospitality and tourism in the world by CEOWorld magazine.



SHANGHAI RANKING

3,000+

With more than 3,000 undergraduate students, we are one of the largest and fastest-growing hospitality programs in the nation.



70+

73 world-renowned faculty members from 17 countries



\$225K

More than \$225,000 in scholarships awarded annually



97%

Job Placement

10,200+

Global alumni network

16



Study abroad programs with 16 international universities

5

5 Highly-respected research journals for hospitality and tourism and 1 research magazine



UNIVERSITY OF CENTRAL FLORIDA

UCF Rosen College of Hospitality Management located in Orlando, Florida, offers students an unrivaled opportunity to learn and work in the heart of hospitality. Uniquely positioned in America's top tourism destination, we educate the next generation of industry leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit hospitality.ucf.edu.

9907 UNIVERSAL BOULEVARD ORLANDO, FLORIDA 32819-8701 | 407.903.8000

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**Rosen College of
Hospitality Management**



**The Road
We Walk
Together**

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University of Central Florida
9907 Universal Boulevard
Orlando, Florida 32819

Prepared by:
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Assistant Dean
Rosen College
University of Central Florida





Our College

Rosen College
University of Central Florida

MISSION

To develop future generations of global hospitality and tourism leaders representing all industry segments in the hospitality capital of the world, through innovative academic programs, cutting-edge research and strong industry and community partnerships.

Ranked among the top three hospitality and tourism management programs worldwide, the University of Central Florida's Rosen College of Hospitality Management is a leader in hospitality and tourism education and training. It offers a variety of competitive advantages, including internationally renowned faculty, a wide range of specializations, diversity, research, training and consultancy experience, not to mention its ideal location in Orlando – the largest living laboratory for hospitality and tourism.

LEARN FROM INDUSTRY LEADERS & RENOWNED SCHOLARS

Our faculty members represent 17 different countries and are known worldwide for their research, teaching skills and professional experience in the hospitality industry. Many of them served in executive roles in restaurants, hotels, theme parks and attractions. They have also planned major conventions and events, and held leadership roles in numerous professional organizations. Working alongside our accomplished faculty, you will graduate with the latest knowledge, valuable work experience and industry connections.



Ranked 1st in the USA
Ranked 2nd worldwide

A CAMPUS DESIGNED FOR FUTURE HOSPITALITY LEADERS

Rosen College's campus is the largest, most modern facility ever built for hospitality management education. The 159,000-square-foot, state-of-the-art, Mediterranean resort-style building features 18 high-tech classrooms, an executive education center, a 200-seat training dining room and bar, a beer and wine laboratory, two test kitchens, a 400-seat auditorium, three computer labs, a library, bookstore, and a fitness center. Learn more about our campus and Orlando.



Ranked 1st in the USA
Ranked 2nd worldwide



Ideally located near
major hospitality
industry employers



3,500
students

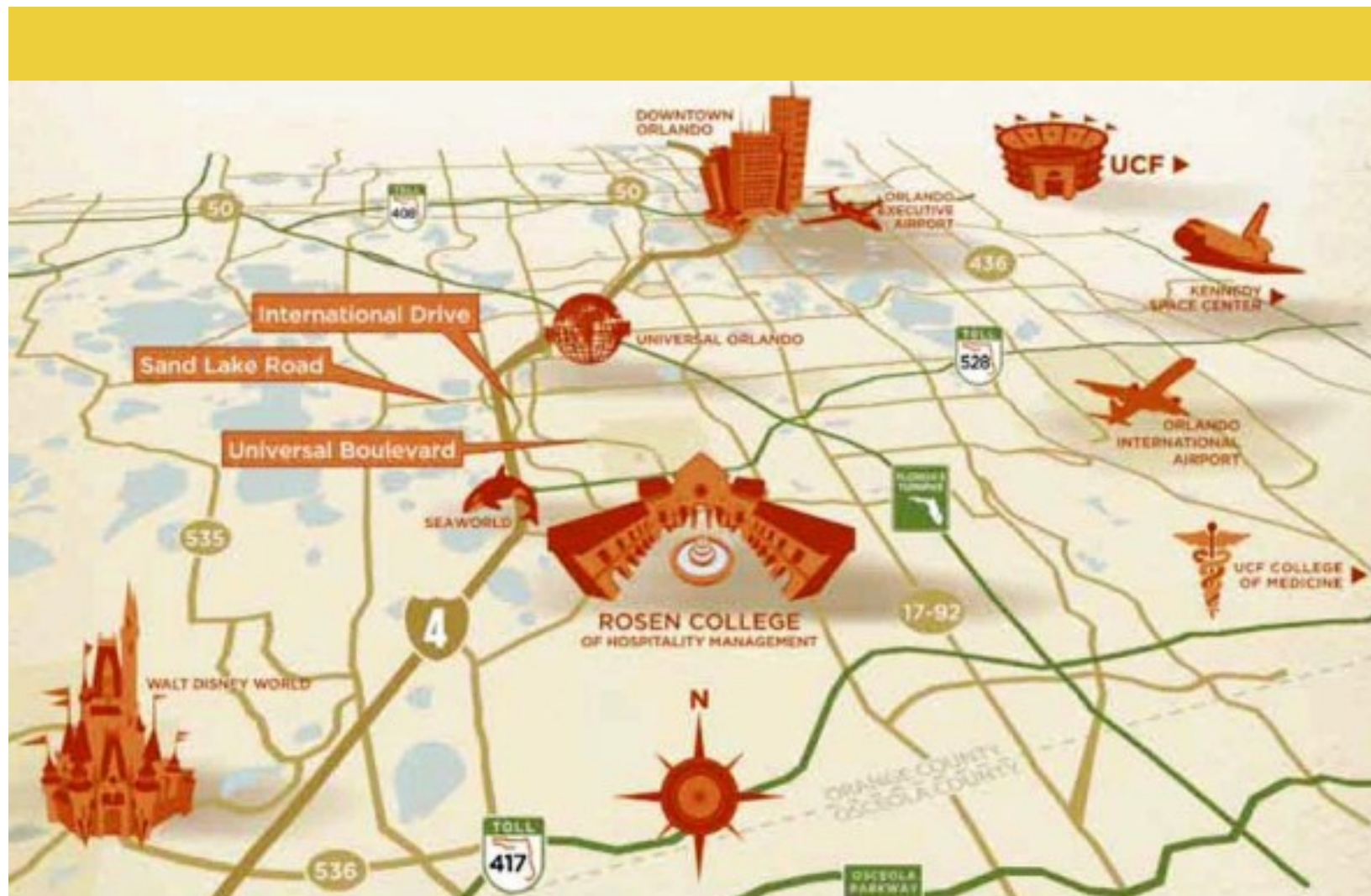
OUR CAMPUS

THE BEST PLACE TO STUDY HOSPITALITY MANAGEMENT

With a record-setting 75 million visitors in 2018, Orlando, Florida, has officially become the most visited destination in the United States, and it's all thanks to its world-renowned hospitality and tourism industry. See what makes Orlando a top spot for the world to visit, boosting our economy.

Located just minutes from some of the world's top-rated attractions, resorts, restaurants, and convention spaces, the UCF Rosen College of Hospitality Management provides students with an unrivaled opportunity to learn and work in the industry's leading market. Situated in the heart of hospitality, UCF Rosen College also looks like it belongs in a world-class destination: our 159,000-square-foot, state-of-the-art, Mediterranean resort-style campus is the largest facility ever built for hospitality management education.

UCF Rosen College is committed to providing an environment where the diverse backgrounds of students and faculty enrich learning and fostering applied research and active service to the University, alumni and community. In addition to learning from our faculty of internationally-recognized experts, students benefit from our unparalleled industry partnerships that provide access to guest speakers, internships, memberships, scholarships, and networking opportunities that help stimulate successful careers in this exciting and booming industry.



OUR VENUES



Rosen College of Hospitality Management



The Central Florida Hotel & Lodging Association Executive Development Center

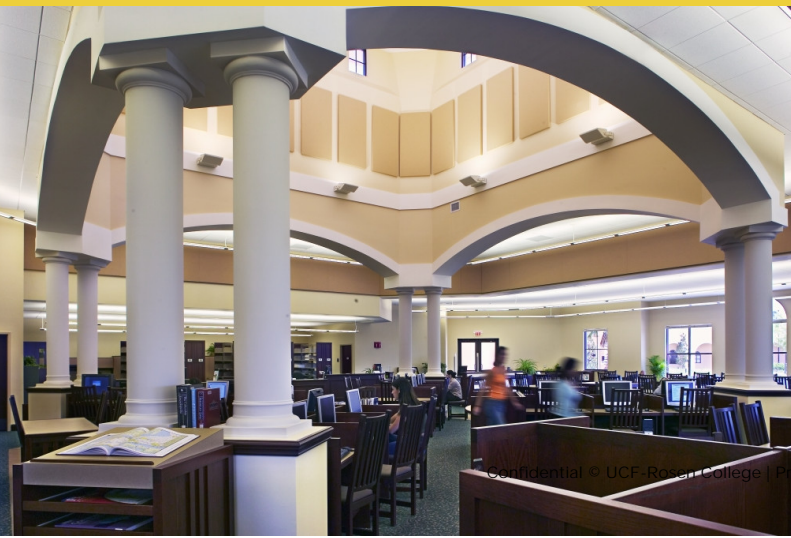
The Central Florida Hotel & Lodging Association Executive Development Center at the University of Central Florida's Rosen College of Hospitality Management is a stylish and professional meeting space. This tiered board room features three rows of tables with leather office chairs and can accommodate 50 guests. High-tech components, including a computer, projector screen, document camera and microphone, are available to suit your business needs.



The Universal Orlando Foundation Library

The Universal Orlando Foundation Library, known as the "Rosen Library," serves the research needs and interests of the Rosen College's students, staff, and faculty, as well as the needs of the greater UCF community.

The Library also serves as an information resource center for the hospitality industry in central Florida. Our beautiful, 9,000 square-foot branch library is an integral component of the UCF Rosen College of Hospitality Management.



Program of Study



UNIVERSITY OF
CENTRAL FLORIDA



Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Graduate Certificate in Destination Marketing:

The Graduate Certificate in Destination Marketing and Management provides knowledge and information that facilitates the effective marketing and management of tourist destinations. The certificate covers the strategies for creating integrated destination marketing and management systems, critically reviews those issues and techniques of international tourism management with a particular focus on the economic, socio-cultural and environmental impacts of tourist development at destinations, and analyzes the quantitative impact of tourism as an industry both within and beyond tourist destinations.

Students learn to synthesize theory and application at the graduate level in order to produce the knowledge base necessary to fully utilize available techniques and strategies for the effective marketing and management of tourist destinations. Students successfully completing this certificate may already be in destination marketing or management positions or seeking such roles in this exciting and growing field. As a leader in distance education, we created our online graduate certificate programs to be convenient for students who need to fit in studying around professional and personal responsibilities while advancing their own value in their companies, organizations and communities. Innovative in its design and approach, the UCF Online experience is a great investment in propelling your career forward and helping you hone skills in a multitude of disciplines that can be applied to countless industries. Graduate certificate programs are a way for universities to provide the latest disciplinary knowledge in the most flexible and convenient formats for the professional development of its alums and others who desire further education. Certificate programs are ideal for nondegree students who would like to sample graduate courses before committing to a graduate degree program. Certificate programs may round out a graduate degree program, providing a special emphasis that supplements a graduate degree.

Faculty Experts



Diverse faculty known worldwide for their research, teaching skills and professional experience in the hospitality industry. Many of them served in executive roles in restaurants, hotels, theme parks, attractions, also planned major conventions and events.

Duration



All courses are semester-long online or F2F courses. While “traditional” online education relies on asynchronous experiences, Our courses also have the flexibility to include synchronous online learning by providing real-time instruction.

Modality



The Rosen College certificate programs have been choreographed to provide students round-the-clock access, convenience and quality education in a comfortable and innovative learning environment. Offered online or face-to-face in multiple modalities.

Courses



Our award-winning faculty designed every seminar. — both online and traditional — to meet the same high standards, so your location will never limit your professional development at UCF.

Graduate Certificate



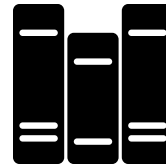
Our award-winning faculty designed every certificate program — both online and traditional — to meet the same high standards, so your location will never limit your education options at UCF.

Time & Effort



The Graduate Certificate is flexible, allowing you to advance your career while working, parenting, and enjoying life.

PROPOSED COURSES:



Course #1: HMG 6710 International Tourism Management

Course #2: HMG 6566 Principles of Destination Marketing & Management

Course #3: HMG 6738 Tourism Industry Analysis

Program of Study



UNIVERSITY OF
CENTRAL FLORIDA



Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Professional Certificate in Luxury Travel Management:

The Rosen College Professional Certificate in Luxury Travel Management is designed for industry professionals and delivered face to face or online via our learning management system (webcourses@ucf) with a combination of synchronous and asynchronous learning.

The certificate program consists of a two week intensive program. The proposed curriculum combines business acumen with the innovative thinking that is changing the way businesses function, grow, and thrive.

The coursework amounts to a manageable 6-10 hours per week of reading, assignments, and other activities that can be completed online. These assignments mirror real-world applications, with outcomes that provide the concrete experiences.

The Professional Certificate in Luxury Travel Management will include the following:

- o Program Delivery:

Instructor led lectures/seminars and Industry Speakers. The courses incorporate formal assessments to provide a systematic way to measure students' progress. These types of assessments also contribute to the completion of the certificate, which indicates a student's mastery of the subject.

- o Formal types of assessment include:

- o Discussions:

Used for generating student-to-student interaction based on an instructor-specified critical thinking challenge.

- o Quizzes/Exams:

This is used to test knowledge.

- o Assignments:

This includes papers, essays, or other types of assignments

- o Case studies and group projects:

The use of case studies is a very effective classroom technique. It allows students to learn better from examples. Case studies are used to explore how what students have learned applies to real world situations. Case assignments require students to answer open-ended questions and develop a solution to an open-ended problem with multiple potential solutions.

- o Other Services:

-Digital copies for all educational materials (Presentations, Reading Materials, Case Studies, etc.)

-Certificates from the Rosen College for each course completed.

The Professional Certificate in Luxury Travel Management seminar topics:

Once an agreement to offer the program is reached, the Rosen College in collaboration with the JTA will identify and select the specific topics for the seminar. The topics can include:

1. Introduction to Luxury Travel Market Trends
2. Luxury Travelers
3. Luxury Travel Promotion
4. Luxury Travel Sales
5. Luxury Travel products
6. Luxury travel sales process.
7. Lead generation
8. Luxury loyalty and expand your client list.
9. Developing Exclusive events
10. Creating a Marketing Plan
11. Best practices for Luxury Travel

SEMESTER PROGRAM



Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC JAN FEB

Important Dates

May 1, 2021

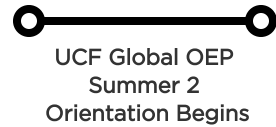


June 4, 2021



Jun 21, 2021

Aug 4, 2021



Aug 23, 2021

Dec 4, 2021



Dec 6, 2021 Dec 17, 2021



Professional Development Program

2 WEEK PROGRAM

PROPOSED COURSE SCHEDULE



Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9 AM	COURSE DELIVERY 9:00AM - 12:00PM	COURSE DELIVERY 9:00AM - 12:00PM	COURSE DELIVERY 9:00AM - 12:00PM	COURSE DELIVERY 9:00AM - 12:00PM	COURSE DELIVERY 9:00AM - 12:00PM
10 AM					
11 AM					
12 PM	LUNCH				
1 PM	COURSE DELIVERY 1:00PM - 3:00PM	COURSE DELIVERY 1:00PM - 3:00PM	COURSE DELIVERY 1:00PM - 3:00PM	COURSE DELIVERY 1:00PM - 3:00PM	COURSE DELIVERY 1:00PM - 3:00PM
2 PM					
3 PM					
4 PM	ASSIGNMENT & STUDY TIME	ASSIGNMENT & STUDY TIME	ASSIGNMENT & STUDY TIME	ASSIGNMENT & STUDY TIME	ASSIGNMENT & STUDY TIME
5 PM					
6 PM					
7 PM					

Important Dates



UNIVERSITY OF
CENTRAL FLORIDA

Event	Date
UCF Graduate Non-Degree Application Deadline*	1-May
Form DS-2019 Request Deadline	1-Jun
UCF Global OEP Summer 2 Application Deadline	4-Jun
UCF Global OEP Summer 2 Orientation Begins	21-Jun
J-1 visa 30 Day US Entry Window Opens	24-Jul
UCF Global OEP Summer 2 Classes End	4-Aug
UCF Fall Semester Academic Classes Begin	23-Aug
UCF Fall Semester Academic Classes End	3-Dec
UCF Fall Semester Academic Classes - Final Exams Begin	4-Dec

HOUSING OPTIONS

JTA Certificate Program



Vista Cay Resort (directly across the street from Rosen College)

These are fully appointed apartments that can accommodate up to 4 people. Full kitchens, washers & dryers, all amenities.

Rates:

Average room rental per night (but could change according to actual dates) = \$179.08+tax

Website:

<https://www.vistacayholidays.com>

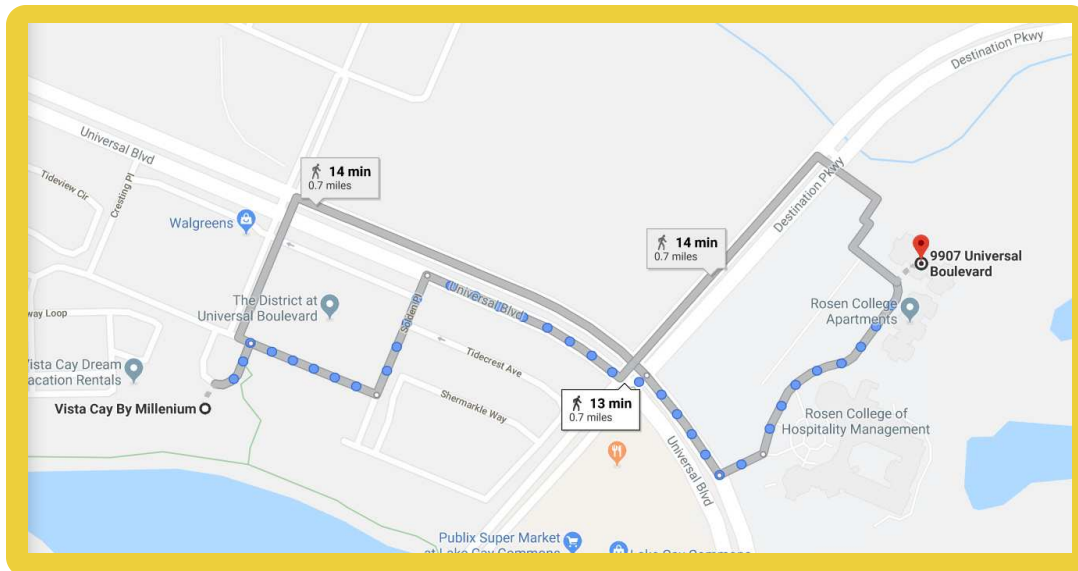
Address:

4874 Cayview Ave, Orlando, FL 32819
(877) 671-1620

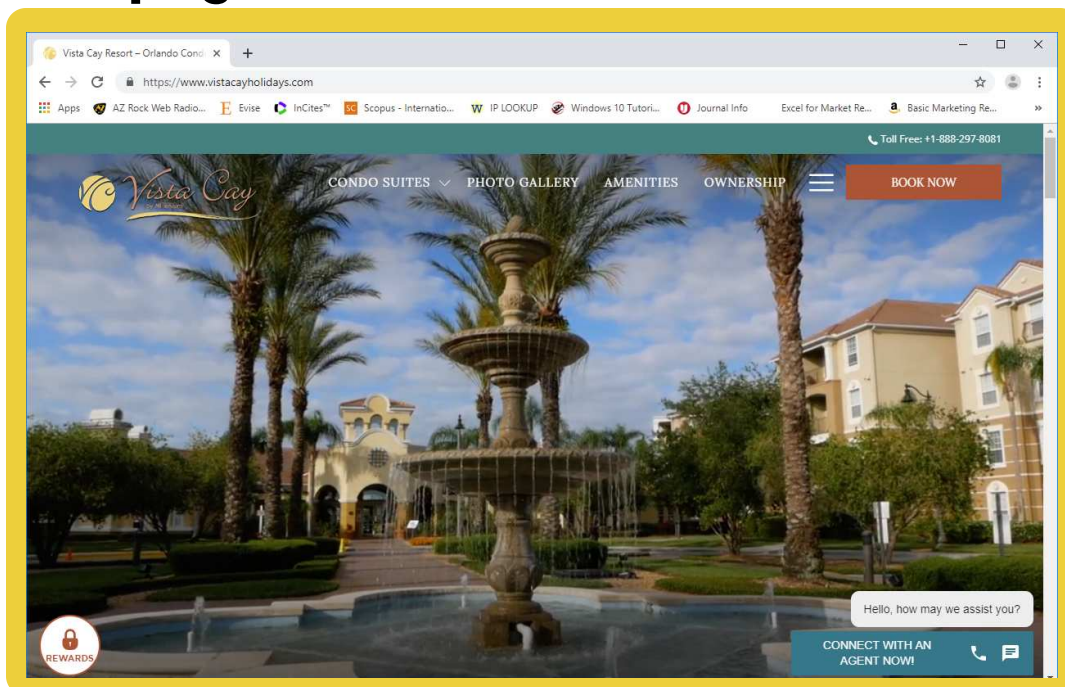
Disclaimer:

Please note that February – April is Orlando’s busiest time for conventions and such. Rooms will be in short supply anywhere around the Orange County Convention Center and contracted rates may not apply if hotels are in sell-out situations.

Location:



Webpage:



HOUSING OPTIONS

JTA Certificate Program



Rosen Shingle Creek Resort (next door to Rosen College)

This is a Resort property with full amenities and services. This location is walking distance to the Rosen College.

Rates:

UCF contracted room rental rate per night = \$109.00 + tax

Website:

<https://www.rosenshinglecreek.com>

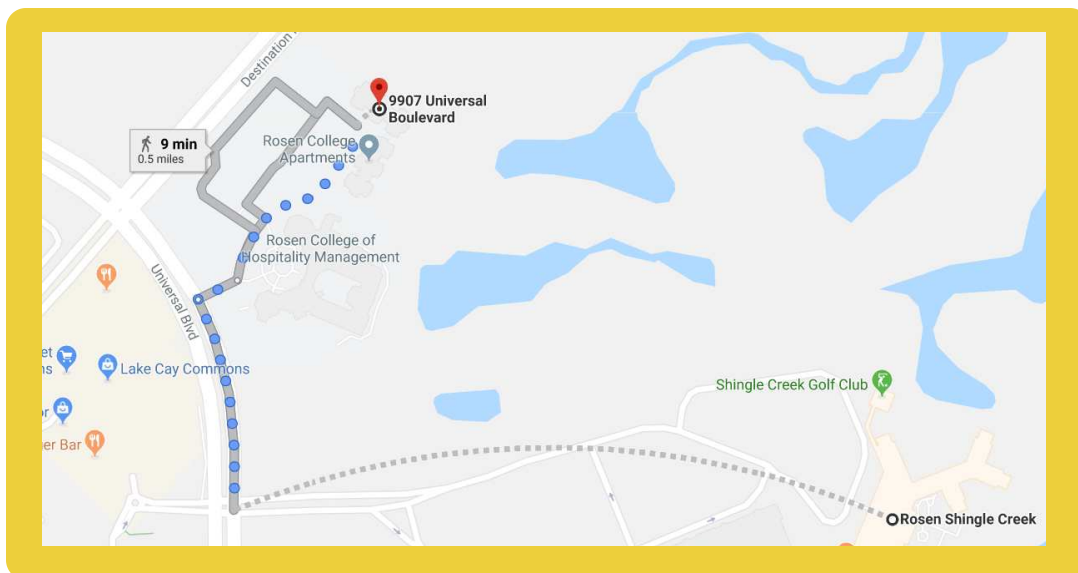
Address:

9939 Universal Blvd, Orlando, FL 32819
(866) 996-6338

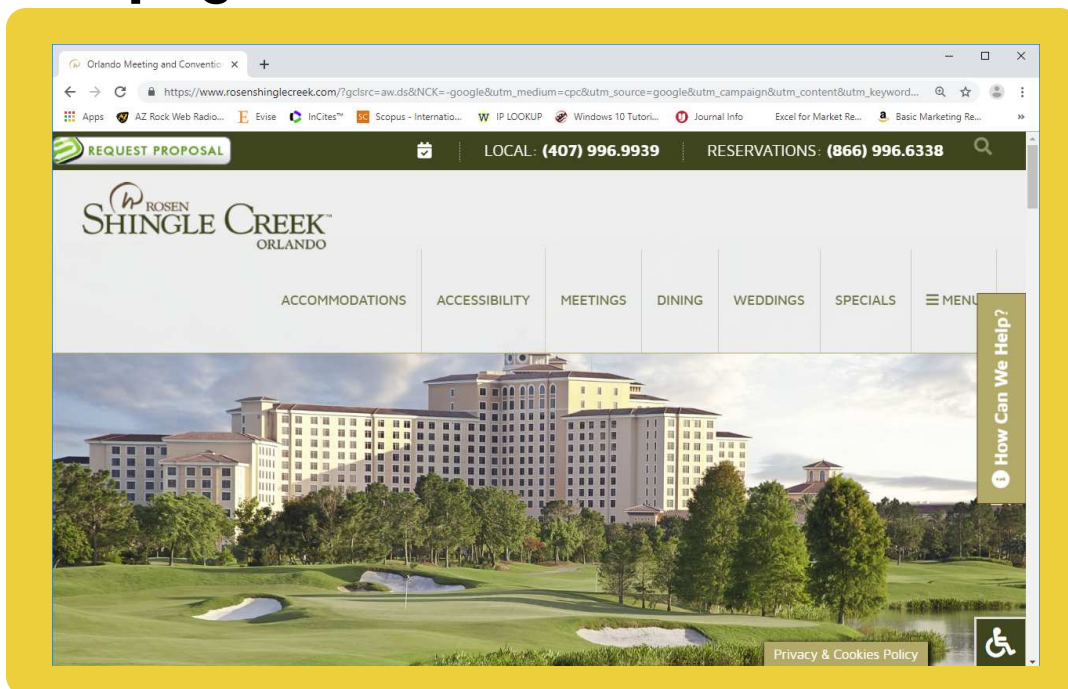
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Location:



Webpage:



HOUSING OPTIONS

JTA Certificate Program



Rosen Inn at Pointe Orlando (about 2 miles from Rosen College)

This is an affordable hotel conveniently located in the heart of world-famous entertainment and shopping in Orlando.

Rates:

UCF contracted room rental rate per night = \$59.00 + tax

Website:

<https://www.rosenn9000.com>

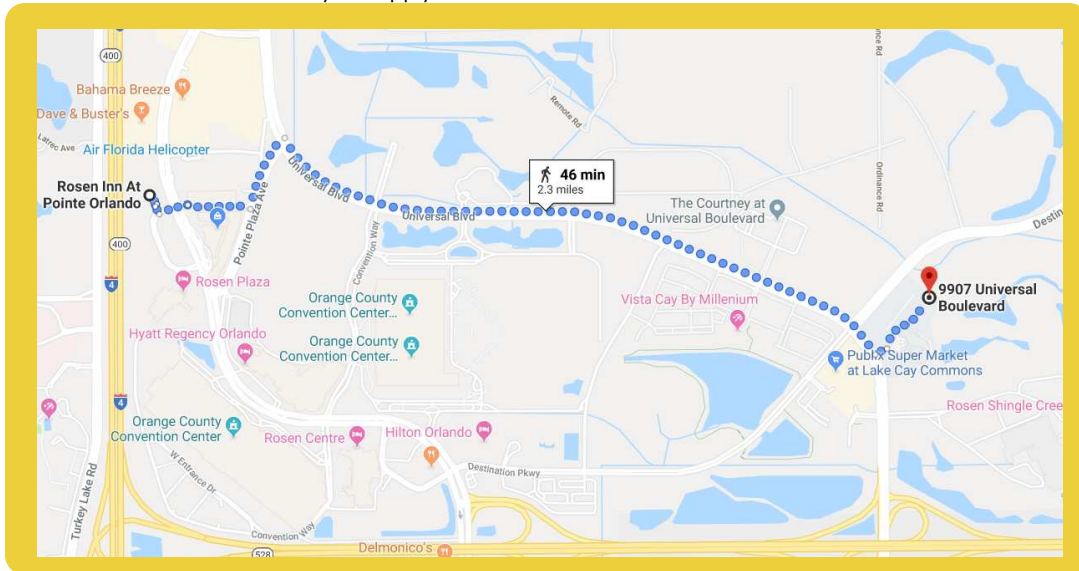
Address:

9000 International Dr, Orlando, FL 32819
(407) 996-8585

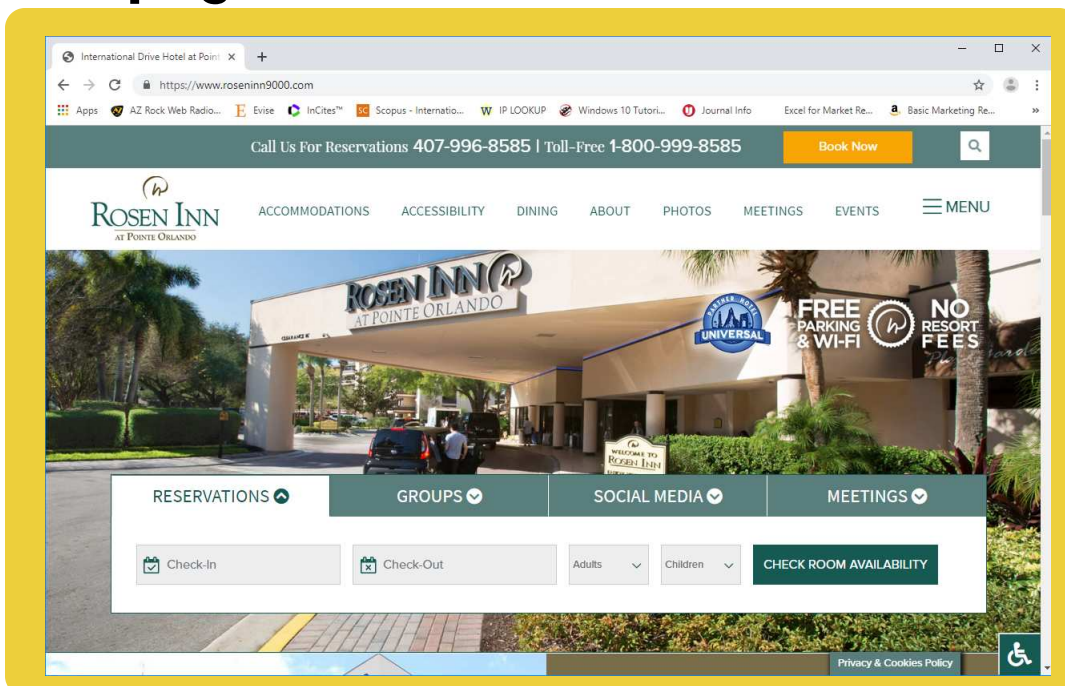
Disclaimer:

Location:

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Webpage:



HOUSING OPTIONS

JTA Certificate Program



Extended Stay

This property around near the Rosen College and their lowest rate would be \$69.99 a night, which adds up to over \$2,300 a month (double occupancy).

Website:

<https://www.extendedstayamerica.com>

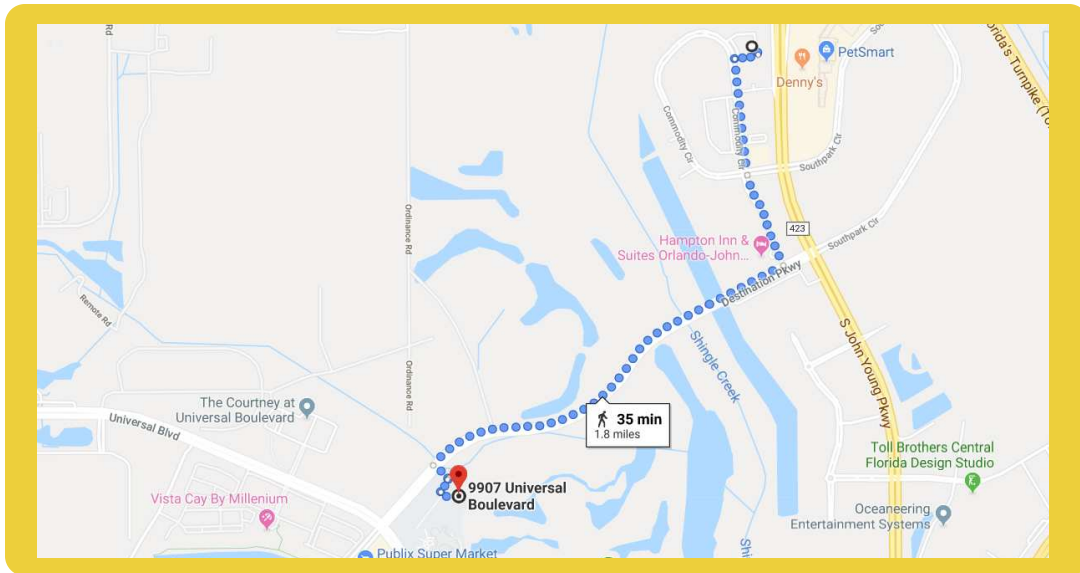
Address:

8687 Commodity Cir,
Orlando, FL 32819
(407) 248-8010

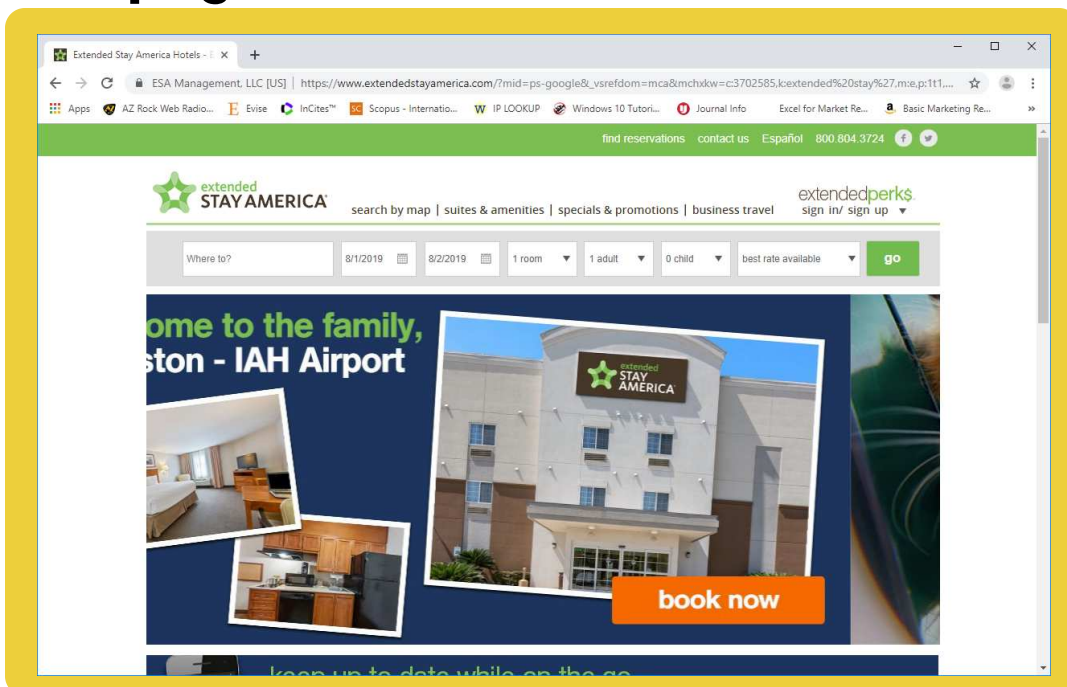
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Location:



Webpage:



HOUSING OPTIONS

JTA Certificate Program



Fusion Orlando

This property used to be a Marriott Residence Inn, has full kitchens and can accommodate up to 3 people per unit. They are only around 2.5 miles down the road (off of Sand Lake & Universal), furnished with all utilities included, but the students will need transportation.

Rates:

Monthly lease for \$2,195.00+tax (double occupancy).

Website:

<https://www.fusionorlando.com/>

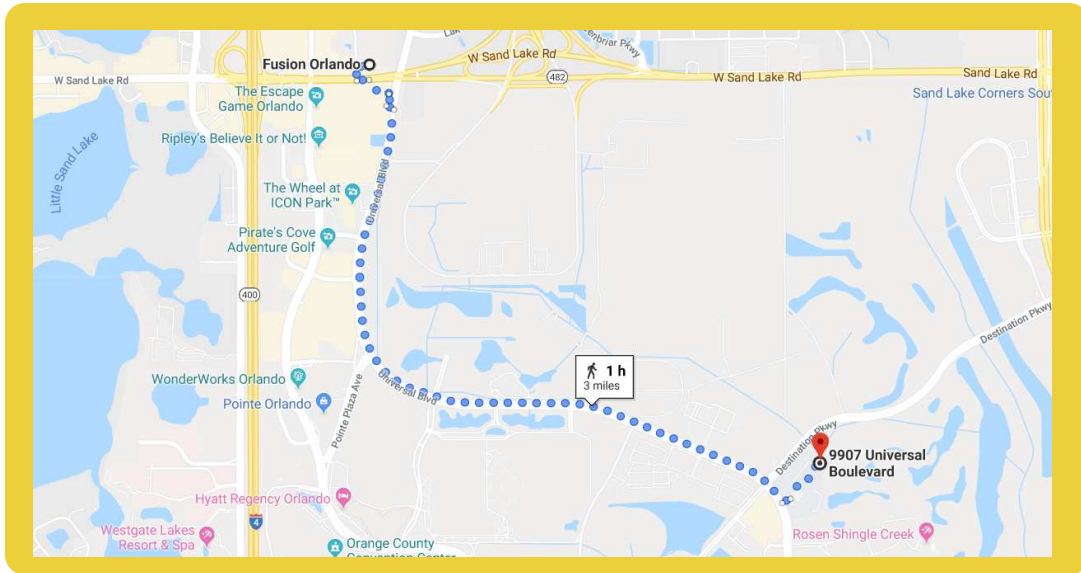
Address:

2603 Silkwood Circle
Orlando, FL 32818
(844) 419-8172

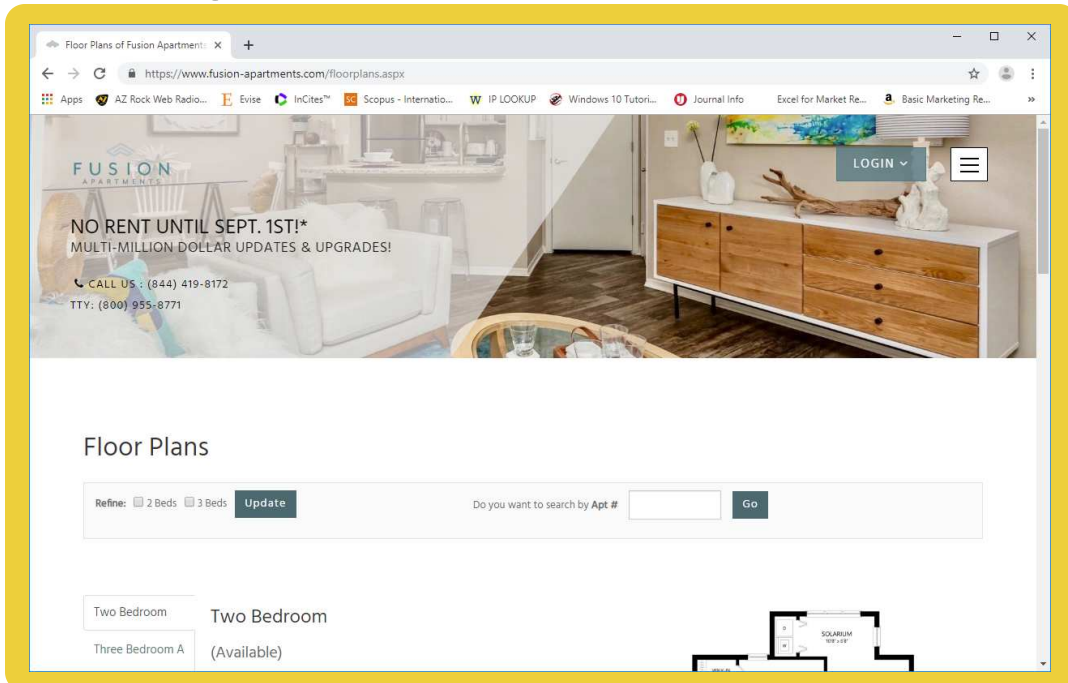
Disclaimer:

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Location:



Webpage:





UCF



HEALTH

REQUIRED MEDICAL INSURANCE

United States federal regulations require all J-1 exchange visitors and their J-2 dependents to hold medical insurance throughout the duration of their program.

THE MEDICAL COVERAGE MUST INCLUDE:

- Medical benefit of at least \$100,000 USD
- Deductible not to exceed \$500 USD
- Repatriation in the amount of at least \$25,000 USD
- Medical evacuation of at least \$50,000 USD

A copy of the medical insurance coverage, **in English**, must be submitted to an immigration advisor at the University of Central Florida upon check-in.

For more information, please visit global.ucf.edu.

NOTE:

Willful failure to carry and provide proof of adequate health insurance is considered a violation of federal regulations and subject to termination as an exchange visitor program participant.

Please contact your program sponsor or an immigration advisor if you need assistance in purchasing adequate medical insurance.



RECOMMENDED MEDICAL INSURANCE PROVIDERS



ISO Insurance
J-1 Exchange Plan
www.isoa.org



Betins International Health and Travel Insurance
Patriot America Plan
www.betins.com



Insubuy, Inc.
Atlas Exchange Plan
www.insubuy.com



PSI International Health Insurance
PSI Gold Plan
www.psiservice.com



HTH Worldwide
International Medical Plan
www.hthstudents.com/insurance

.....
For detailed information on international scholars insurance options and more visit: j1visa.state.gov



UNIVERSITY OF
CENTRAL FLORIDA





IMMIGRATION

OBTAINING A J-1 VISA

☐ PAY SEVIS I-901 FEE

- » Visit fmjfee.com for payment instructions
- » Retain receipt of payment for visa appointment

** This payment is not required for J-2 dependents*

☐ APPLY FOR J-1 VISA APPOINTMENT

- » Visit ceac.state.gov/genniv for application instructions
- » Pay visa application fee
- » Schedule visa appointment
- » Retain receipt of payment for visa appointment

☐ PREPARE THE FOLLOWING

- » Valid passport with at least 6 month validity
- » Form DS-2019
- » University of Central Florida admission letter
- » Proof of financial eligibility
- » Receipt of SEVIS I-901 fee payment
- » Receipt of visa application fee payment

NOTE:
**Please check with your local U.S. Embassy for additional documentation required.*



For more information, please visit: global.ucf.edu



HELPFUL TIPS FOR YOUR VISA INTERVIEW

Each U.S. Embassy and Consulate around the world has its own policy for issuing visas. Here are some helpful tips as you prepare for your interview:

PROVE STRONG TIES TO YOUR HOME COUNTRY

As an applicant of a *non-immigrant* visa category, consulate officers will ask you to prove strong ties to your home country including but not limited to: verification of permanent residence, strong family ties, and well-established social/economic status. You may also be asked to communicate plans for exiting the United States upon completion of the program.

SUPPLY EDUCATION QUALIFICATIONS

Consulate officers will assess the educational qualifications to conduct your program in the United States. Be prepared to supply educational credentials in the form of diplomas, transcripts, and/or curriculum vitae.

VERIFY FINANCIAL SECURITY

Producing original and recent financial statements will help verify sufficient funds to support yourself and any dependents during the exchange visitor program. If the program is being sponsored, scholarship letters or employment contracts may act as evidence of financial security.

DEMONSTRATE ENGLISH PROFICIENCY

The visa interview will be conducted in English. Be prepared to communicate in English and/or provide English proficiency test scores.

Additional details on preparing you for your visa interview can be found at: usvisas.state.gov

“The J-1 exchange visitor program at the University of Central Florida transforms the lives of our global community partners. We welcome thousands of international visitors each year as they make Orlando, Florida their temporary home.”



Zack Salloum
Immigration Adviser



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