



Fast Facts

DEDMAN SCHOOL OF HOSPITALITY

International Acclaim. Individual Attention.

Since 1947, Florida State University's Dedman School of Hospitality has been a leader in developing hospitality administration majors for careers in the hospitality industry. The business world needs fresh leaders with the skills and expertise to respond creatively to new challenges. Operating as an independent, industry-specific program under the administration of the College of Business, the Dedman School of Hospitality offers students the ability to earn a highly versatile hospitality management degree with a rigorous and relevant curriculum.

The Dedman School of Hospitality is the ideal place to prepare for a multitude of opportunities in the hospitality and tourism industry. Tourism is the No. 1 industry in the State of Florida, and in 2008, Florida hosted more than 82.5 million visitors, creating more than \$65.2 billion in hospitality/tourism sales. The Dedman School of Hospitality provides an exceptional environment for learning about hospitality and tourism management.

Rankings & Recognitions:

- A favored hiring source of the world's leading hotel, restaurant and resort industry, the Dedman School of Hospitality has a near 100% placement rate of its graduates.
- The Professional Golf Management (PGM) Program in the Dedman School of Hospitality is one of only 20 accredited nationwide by the PGA -- earning its graduates 22% more than those not attending a PGM PGA university.
- Mark Bonn, Robert H. Dedman Professor of Service Management, was inducted into the Florida Tourism Hall of Fame in 2008, becoming the first and only scholar and educator to receive this honor.

Faculty: The faculty consists of 15 full-time faculty members including four (4) Endowed Named Professorships and five (5) Visiting Scholars.

Academic Degree: A Bachelor of Science in Hospitality Management is available with either a major in Hospitality Management or Professional Golf Management. Students may choose to specialize in Lodging Management, Conventions and Events Management, Food and Beverage Management or Club Management.

International Coursework: A five-week summer program based in Leysin, Switzerland focuses on travel, tourism, food, wine, culture and managing service operations.

International Center for Hospitality Research & Development:

Providing exposure for students to world class faculty who engage and inspire, the Center conducts research on topics such as tourism destination marketing, visitor research, lodging management, service management, food safety, operations policy analysis and training.

Resort Management Program at Emerald Grande: The Dedman School hosts a summer internship program leading to a concentration in resort management. The 9-credit hour curriculum is a paid internship designed for the study of resort and condominium management.

Total Enrollment of DSH Students: 272 (Spring 2009)

Student Events:

Leadership is earned through connecting the classroom to the world by engaging students in events and hands-on projects such as:

Dedman School of Hospitality Career Fair - In its 24th year, the DSH Career Fair consistently brings more than 50 leading hospitality companies to FSU to recruit DSH and COB students.

Ashby Stiff Little Dinner Series - Since 1958, hospitality students have gained invaluable experience by working on teams in each aspect of food service and production, while providing the public with an outstanding fine dining experience in international cuisine.

Annual Women's Leadership Symposium - This event brings women leaders representing a broad spectrum of hospitality careers to campus to encourage DSH students to pursue excellence in the hospitality field.

Other notable events in the DSH include - Management Shadowing at hotels such as The Ritz-Carlton, Four Seasons, Grand Hyatt, Westin Hotels, etc.; New York Hotel Show; PGA Show; and the CMAA National Conference for Minorities in Hospitality.

Student Organizations:

There are five student organizations (Club Managers Association of America, Eta Sigma Delta, Florida Lodging Association, Florida Restaurant Association, National Society of Minorities in Hospitality and the Professional Golf Management Club) within the Dedman School that are as diverse as the student enrollment and developed to create avenues for increased learning and community spirit. Involvement in student organizations provides an opportunity to develop leadership skills, make a positive contribution to co-curricular life and develop special friendships.

Current Editorial Boards DSH Faculty Serve On:

FIU Review

Int'l Journal of Contemporary Hospitality Management

Int'l Journal of Culture, Tourism & Hospitality

Int'l Journal of Hospitality and Tourism Administration

Int'l Journal of Hospitality Management (UK)

Journal of Foodservice Business Research

Journal of Hospitality Marketing and Management

Journal of Hospitality and Tourism Technology

Journal of Human Resources in Hospitality and Tourism

Journal of Quality Assurance in Hospitality & Tourism

Journal of Restaurant & Foodservice Marketing

Journal of Travel Research

Tourism Analysis

Recent Journal Articles:

Bonn, M.A., Gursoy, Dogan, and Gursoy, Christina (2009). "An Examination of General, Non-Destination Specific versus Destination Specific Motivational Factors," *Journal of Hospitality Marketing and Management*, Vol. 19, No.1.

Bonn, M. A., Change, H., Agrusa, J., Kim, W., Lee, H. Y., and Furr, L. (2009). "U.S. Visitor Reactions to an "Olympic Age" China: Demographic, Behavioral and Perceptual Comparisons of U.S. Visitor Experiences with Group Package Tours and Free Independent Travel to China," *FIU Hospitality Review*, Vol. 27, No. 1.

Kim, W. G., Zhong, J., Chen, M., & Karadag, E. (2009). "Risk-adjusted Performance of Three Restaurant Segments in the U.S.," *Tourism Economics*, 15(1), 139–152.

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Kim, W. G., Ng, C. N., & Kim, Y. (2009). "Influence of institutional DINESERV on customer satisfaction, return intention, and word-of-mouth," *International Journal of Hospitality Management*, 28, 10-17.

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Bonn, M. A. & Harrington, Julie (2008). "A Comparison of Three Economic Impact Models for Applied Hospitality and Tourism Research," *Tourism Economics*, Vol. 14, No. 4.

Grady, J. & Ohlin, J.B. (2008). "Equal access to hospitality services for guests with mobility impairments under the American with Disabilities Act: Implications for the hospitality industry," *International Journal of Hospitality Management*, Vol. 28, Issue 1.

Njite, D., Kim, W. G., & Kim, L. H. (2008). "Theorizing Consumer Switching Behavior: A General Systems Theory Approach," *Journal of Quality Assurance in Hospitality & Tourism*, 9(3), 185-218.

Camillo, A., Connolly, D. J., & Kim, W. G. (2008). "Critical Success Factors for Independent Restaurants in Northern California," *Cornell Hospitality Quarterly*, 49(4), 364-380.

Gazzoli, G., Kim, W. G., & Palkurthi, R. (2008). "Online Distribution: Are the Global Hotel Companies Getting It Right?" *International Journal of Contemporary Hospitality Management*, 20(4), 375-387.

Kim, D. J., & Kim, W. G. (2008). "The Relationship between the Use of Hospitality Firms' Financial Derivatives and Cash Flow/Earnings Volatility," *Tourism Economics*, 14(3), 469–482.

Hu, S. M., Leong, J. K., Kim, W. G., Ryan, B., & Warde, W. D. (2008). "Senior Citizens' Perceived Service Levels in Three Restaurant Sectors," *Journal of Foodservice Business Research*, 11(2), 124-137.

Camillo, A., Connolly, D. J., & Kim, W. G. (2008). "Thinking about starting a Restaurant: Think Again!," *EHLITE*, 21, 25-28.

Kim, W. G., Jin-Sun, B., & Kim, H. J. (2008). "Multidimensional Customer-based Brand Equity and Its Consequences in Mid-Priced Hotels," *Journal of Hospitality & Tourism Research*, 32(2), 235-254.

Kline, S. F. & Harris, K. J., (2008). "ROI is MIA: Why are hoteliers failing to demand the ROI of training?" *International Journal of Contemporary Hospitality Management*. Volume 20, mIssue 1.

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