How can we help you?

• You can always expect trustworthy, cost-effective research that conforms to the highest standards.
• Research from the academic sector enjoys a high degree of acceptance and legitimacy in the marketplace.
• Our ability to tap into resources and expertise at one of the largest comprehensive universities in the U.S. gives us extraordinary depth of knowledge and expertise.
• We have the experience and resources to find answers and solutions for you.

We serve tourism destinations and industries through research, consultancy, education & training services in Florida, U.S. and globally. The Institute is at the forefront to address current and future challenges, and is world-renowned for its innovative, academic and applied approach. Our vast array of expertise provides outstanding intellectual resources to provide strategic services for your destination, organization, and business.

To learn more, visit our website:

www.uftourism.com

Eric Friedheim Tourism Institute
UNIVERSITY of FLORIDA
Department of Tourism, Recreation & Sport Management | Eric Friedheim Tourism Institute
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About Us
Eric Friedheim Tourism Institute-EFTI (formerly known as the Center for Tourism Research and Development) was created in 1992 to serve tourism destinations and industries through research in Florida. Since its establishment, EFTI has been committed to excellence, and has evolved to become a major institute for tourism research in Florida and beyond. EFTI facilitates interdisciplinary research projects focusing on a wide range of travel, tourism and hospitality opportunities, and is housed within the Department of Tourism, Recreation & Sport Management at the University of Florida.

Mission
We are committed to building a bridge between the tourism industry, organizations, destinations, and higher education through excellence in interdisciplinary research that provides strategic information focused on a wide array of travel, tourism and hospitality opportunities.

Vision
We are recognized as a global leader responsive to the needs of industry partners and the academic process. EFTI uses interdisciplinary research teams engaged in research to solve tourism problems and expand the knowledge base for the industry and the academic world. Through a commitment to research excellence and passion for knowledge, Institute personnel and affiliates lead the nation in transforming intellectual knowledge into useable, sustainable strategies to enhance international, national, state and local tourism organizations, companies, agencies and destinations.

Research
Our research projects are responsive and provide innovative solutions to the needs of destinations and industry partners such as: Profile and Economic Impacts of Visitors; Destination Audits; Advertising Conversion; Hotel Occupancy; Comparison of Event Sport Tourists; Hurricane and Evacuation Decisions of Tourists; Public Beach Access; Waterways Master Plan; Information Needs and Communication Behaviors; and Monitoring and Managing Visitor Use.

Consultancy
We provide assistance and strategic directions on a variety of topics such as: Needs Assessments, Destination Visioning, Development of Marketing Plans, Customer Service Quality and Evaluation, Stakeholder Collaboration, Specialized Data Collection and Research Methods targeted to Specific Objectives, and Emergency Preparedness in Tourism Crisis Management.

Education and Training
We facilitate a series of seminars, workshops, and certification programs such as: Tourism Crisis Management; Sport as a Tourism Development Strategy; Ecotourism Development and Management; Research Design and Survey Methodologies; Importance-Performance Priority Goal Setting; Strategic Planning and Management; and Customer Service Management.

Program Areas
We provide a series of strategic services through research, consultancy, education and training targeted to assist the tourism and hospitality industries. The Institute primarily focuses on the following Program Areas:

Goals and Objectives
- Research tourism-related impacts that includes economic, environmental and cultural issues.
- Develop opportunities for tourism research in the private, public and non-profit sectors.
- Help formulate public- and private-sector policies that will lead to improvement in tourism planning and development.
- Provide training for the private, public and non-profit sectors via workshops and certification programs.
- Facilitate collaboration as well as communicate tourism research findings to industry partners, elected officials and community organizations.

Clients
We have served, networked, interacted and collaborated with numerous clients: