Redefining our Vision and Goals

Building a Vision

An important first step made this Fall was to identify the vision and goals for the Institute. As part of the Department of Tourism, Recreation and Sport Management (TRSM) in the College of Health & Human Performance, EFTI will become a leading voice for the future of tourism.

This vision will be realized by conducting applied & academic research, writing White Papers, conducting workshops and implementing training & education programs which support decision making in key areas of tourism management:

- Destination management & marketing
- Crisis management
- Tourism analytics
- Informational technology & tourism
- Social entrepreneurship
- Sustainable tourism development
- Tourism education
- Tourism insights

Achieving our Goals

1. Support the EFTI Board activities focusing on fund raising for scholarships and building stronger relationships with the University of Florida.
2. Support TRSM/UF initiatives to hire new faculty.
3. Develop a series of systems to collect and disseminate actionable travel and tourism trends and insights.
5. Support efforts to expand tourism education and training in the U.S. and internationally.
6. Invite leading scholars and practitioners to become partners of the Institute.
7. Develop strategic research partnerships with leading travel and tourism organizations.