



The Rosen College of Hospitality Management Library



(407) 903-8100

FX: (407) 903-8101

9907 Universal Blvd.

Orlando, FL 32819-8701

Summer Hours

Mon-Thurs.: 8am- 8:30pm

Friday: 8am- 5pm

Saturday: 8am- 5pm

## Introducing Our Library's New Web Page

We are pleased to announce the unveiling of our new home on the Web, available at:

<http://library.ucf.edu/rosen>

The new site is a user-friendly portal through which hospitality management students can conduct their research, request materials, and seek assistance. Links to the UCF Libraries' online catalog and electronic databases are featured prominently, so you can easily access all the resources you are already familiar with. Links to the course reserves catalog, to interlibrary loan forms, and to the online book renewal form are also included for your convenience.



In addition, the new site features information about the vast array of resources and services available to Rosen students, including links to our "Ask a Rosen Librarian" service, research guides, helpful websites, hours, directions, news, and much more!

*Please take a few minutes to cruise around our new Website. Additions and improvements to the pages will continue throughout the summer, and we welcome your feedback!*

### LIBRARY STAFF

**DEB EBSTER**

ASSOCIATE UNIVERSITY LIBRARIAN  
HEAD, ROSEN LIBRARY

**TIM BOTTORFF**

PUBLIC SERVICES LIBRARIAN,  
INSTRUCTOR

**LINDA BLACK**

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SUPERVISOR

**ROWENA BEREDO**

SENIOR LIBRARY TECHNICAL  
ASSISTANT

**T. J. ORMSETH**

SENIOR LIBRARY TECHNICAL  
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### STUDENT ASSISTANTS:

SHANA-LEE DIXON  
APRIL ROBERTSON  
VINITA VERAVIT  
TRACY STUCKS



The "Tacky Treasures" exhibit at The Rosen Library pays homage to a more innocent age of travel and consumerism in the Sunshine State. The exhibit, in association with items on loan from The Orange County Regional History Center, will run from May-June 2004.

Long before it blossomed into the multi-billion dollar enterprise that exists today, the Florida tourism industry catered to curious northern visitors who flocked to the state for its "healthful" climate and "exotic" destinations.

Indeed, the first wave of visitors began to trickle into Florida settlements such as St. Augustine and Jacksonville as early as the 1830s and '40s, when a network of modern hotels and ship routes began to emerge.

However, the souvenir industry really blossomed during the era between the end of the Civil War and the beginning of the Depression, a period in which Florida emerged as America's most popular tourist destination.

Visitors who flocked to Florida in the latter part of the nineteenth century were often intrigued by locally-made crafts, postcards, and travel guidebooks. (Continued on page 2)

*"I find television very educational. The minute somebody turns it on, I go to the library and read a good book!"*  
—Groucho Marx



Try Our New Hospitality Database

A new database, *Hospitality & Tourism Index*, is now available to help meet your research needs. Hospitality & Tourism Index, like all UCF Libraries' databases, is available through the "Journal Articles & Databases" links on Rosen Library's homepage.

According to the publisher, the database covers scholarly research and industry news relating to all areas of hospitality and tourism.

*This comprehensive index combines the records of three renowned collections:*

- ?? *Cornell University's former Hospitality Database (previously unavailable for public use)*
- ?? *Articles In Hospitality & Tourism [AHT] (formerly co-produced by the Universities of Surrey & Oxford Brookes)*
- ?? *Lodging, Restaurant & Tourism Index [LRTI] (formerly produced by Purdue University)*

Together, this collection will contain more than 470,000 records from 500 titles, with coverage going back to the early 1960's. True to the nature of the discipline, sources are both domestic and international in range and scope, with material collected from countries and regions such as Canada, Australia, Europe and Asia. Major coverage includes demographics and statistics, development and investment, food and beverage management, hospitality law, hotel management and administrative practices, leisure and business travel, market trends, technology and more.

If you need help, please do not hesitate to ask a Rosen Librarian!

Make the Connection! Did You Know? Off-campus Access To Research Databases Available

Access to the library's electronic resources is available to faculty, staff, and currently-enrolled UCF students.

For detailed instructions on how to connect remotely, please visit:

<http://www.library.ucf.edu/Ask/offcampus.htm>  
or Call:  
Ask A Librarian (Local) 407-823-2562 or  
(Toll-free) 1-866-271-7589



ALA Here in Orlando June 24-30, 2004

Be on the lookout for visiting librarians on the Rosen Campus at the end of June. The 2004 annual American Library Association Conference will be held in Orlando June 24-30 at the Orange County Convention Center. The American Library Association, or ALA, is the oldest and largest library association in the world with more than 64,000 members!

Anticipating that some of our colleagues will wander down from the Convention Center to check out our spectacular new Rosen Library, we will be OPEN on Sunday, June 27, from 8:00am- 5:00pm.

Ask A Rosen Librarian!

Got a burning question???

Call: (407) 903-8100

M-TH 8am-8:30pm, FRI & SAT 8am-5pm

or E-mail: [rosenlib@mail.ucf.edu](mailto:rosenlib@mail.ucf.edu)

Rosen Full Service Library

- ?? 1.4 million volumes are available within 48 hours from the Main Campus Library
- ?? 24 Computers Online for web access & research— databases containing millions of journals, articles & books
- ?? Research Assistance to access the 11,000 print & electronic periodical subscriptions
- ?? Course reserves
- ?? Over 4,000 volumes now on the shelves, thousands on order & coming in daily
- ?? Over 100 journals, magazines, newspapers
- ?? Travel & Professional resource service brochure files
- ?? Wireless laptops for checkout
- ?? Daily Lockers: Free Rental
- ?? Study Rooms
- ?? DVD/VHS Media Centers
- ?? Copy Machines
- ?? Cash to Chip Machine
- ?? Checkout laptops, DVD's, VHS Tapes



TACKY TREASURES EXHIBIT at Rosen Library



(Continued from page 1)

By the turn of the century, tourists' tastes turned towards more refined and expensive mementos, such as fine china, carefully-crafted wooden canes, and sterling silver spoons.

Throughout the middle of the twentieth century, Florida's tourism industry still featured numerous "mom and pop" souvenir stands that catered to vacationers driving across the state in search of surf, sun, and sightseeing.



Many thanks to The Orange County Regional History Center for loaning us over 30 Florida vintage souvenirs for the exhibit that runs May-June 2004

While on the way to Florida's beaches, orange groves, and luxury resorts, the curious and the weary tourist was often lured into roadside stands full of alligator wallets, pink flamingo plates, sundry seashells, and many other keepsakes both cheap and expensive.

Today these "tacky treasures" are highly prized by collectors and historians alike, and the significance of Florida souvenirs as cultural icons has recently been memorialized in museum exhibits, in websites, and in scholarly books and articles.