



UNIVERSITY OF CENTRAL FLORIDA

Rosen College of Hospitality Management

9907 Universal Blvd
Orlando, FL 32819

May 25, 2023

Dr. Giuseppe Aiello
The Major
City of Vico Equense

Dear Dr Aiello,

Reference: City of Vico Equense “UNESCO Creative Cities Network” - Gastronomy 2023. Letter of endorsement

Vico Equense is a city with a vocation for gastronomy as deeply rooted as its talent, characterized by tradition, creativity, and innovation. These values generate prestige for the Made in Italy worldwide. I fully support the growing attention placed by the City of Vico Equense to hospitality training and educational opportunities for students and professionals who want to start a career in the gastronomic industry through a creative approach.

As CFHLA Preeminent Chair Professor within the Hospitality Services Department at the University of Central Florida’s Rosen College of Hospitality Management (USA), I will collaborate with the National Research Council, the E-campus and the local administration, for the development of local skills and competences through the activation of capacity building paths - such as Master program and certificated courses - in gastronomy, hospitality and tourism management. I thus express my full support to City of Vico Equense for the candidacy in “UNESCO Creative Cities Network” - Gastronomy 2023. Please do not hesitate to contact me, should you require any further information.

Sincerely,

F. Okumus

Fevzi Okumus PhD & CHE
Editor-in-Chief of the International Journal of Contemporary Hospitality Management
Editor-in-Chief of the Journal of Hospitality and Tourism Insights
CFHLA Preeminent Chair Professor
Rosen College of Hospitality Management
The University of Central Florida
9907 Universal Boulevard Orlando, Florida 32819
T: + 407 9038177 F: + 407 903 8105
E-mail: fevzi.okumus@ucf.edu