

## EVENTS

### A challenging and friendly professional Fulbright experience Prof. Vincent P. Magnini Virginia Tech University, USA

It is our great pleasure to inform our readers about an important scientific event that took place at the Department of Tourism and Geography, March, 3-16, 2012 the visit of the Fulbright Scholar, prof. Vincent P. Magnini from the Virginia Tech University, Virginia

*A presentation in short of professor Magnini:*

***Vincent P. Magnini,  
Virginia Tech, Pamplin College of Business,  
Department of Hospitality and Tourism Management***

**Education:**

Doctor of Philosophy in Marketing: Old Dominion University, 2004

**Academic Employment:**

*Virginia Tech Pamplin College of Business*

- Hospitality and Tourism Management Undergraduate Program Coordinator: 2011-Present
- Associate Professor of Hospitality Marketing: 2011 – Present
- Assistant Professor of Hospitality Marketing: 2008-2011

*Longwood University, College of Business and Economics*

- Marketing Area Coordinator: 2007 – 2008
- Assistant Professor of Marketing: 2004 – 2008

*Old Dominion University, College of Business and Public Administration*

- Ph.D. Assistantship and Adjunct Faculty: 2001 – 2004

*Butler County Community College*

*Department of Hospitality Management*

- Adjunct Faculty: 1999 – 2001

*A detailed presentation of the project proposal and its outcomes*

### **Project purpose**

The purpose of this project is to stimulate knowledge exchange between the Bucharest Academy of Economic Studies in Romania and Virginia Tech University in the USA. Dr. Gabriela Stanciulescu and Dr. Vincent Magnini collaborated at the 2011 Conference on Social Media in Hospitality and Tourism in Verona, Italy (October, 2011) and began to develop the notion of further collaboration between the their respective institutions. The purpose of this project is divided into different parts:

- Teaching and delivering seminars in the key issues relating Tourism and Hospitality Industries;
- Discussing with the professors from the Department of Tourism and Geography, about International, European and national policies, actions, programmes and campaigns concerning tourism and hospitality industries;
- Presenting, discussing and focusing on the examples of good practice in the tourism/hospitality sector from USA and Romania;
- Conclusions and discussion to take place during the closing meeting with the Department members, will bring together all aspects covered by the 2 weeks visit in Romania, and will summarize the outcomes of the project.

### **Project impact**

Universities are recognized as centers of higher education, accompanied in many cases by research efforts for the purposes of advancing knowledge, and their research capabilities vary between different university systems and cultures.

Setting the promise research: 15; Delivering the promise research: 17; Book Chapters: 3;  
Enabling the promise research: 9; Refereed National and International Proceedings:15  
Refereed Conference Presentations: 19; Non-refereed Publications / Reports: 25

Dr. Vincent Magnini is widely regarded as a leading expert in service issues as they relate to hospitality and tourism settings. In a ranking study published in the August, 2011 issue of the *Journal of Hospitality and Tourism Research* he was rated as one of the top 20 most prolific hospitality researchers worldwide. He has (co)authored one book, more than 40 academic journal articles, and more than 40 technical reports. He currently holds eight journal editorial board appointments.

Dr. Vincent Magnini is a tenured faculty member in the Department of Hospitality and Tourism Management at Virginia Tech University. In the August, 2011 issue of the *Journal of Hospitality and Tourism Research* **this department was ranked 7<sup>th</sup> in the world in hospitality research.**

This project calls for bringing Dr. Magnini to the Bucharest Academy of Economic Studies to teach and deliver seminars for a two-week span. Ultimately it is hoped that there will be ongoing collaboration between the two institutions because universities are under constant competition with each other, being evaluated by the level and quality of their research almost as much as by their teaching capabilities. The project's **PART I** was dedicated to the two universities and to the tourism/hospitality sector characteristics, as follows:

- ✓ Teaching and delivering seminars in the key issues relating Tourism and Hospitality Industries;
- ✓ Analyzing different Romanian and American research programs and disciplines of tourism at the Academy of Economic Studies Bucharest and at the University of Oradea ;
- ✓ Discussions with Romanian academics in the field from the Department of Tourism and geography;
- ✓ Organizing a students focus group in order to find out the importance of tourism/hospitality attributes from their point of view and the university contribution to their future development.

At the end of the above activities a special time was dedicated to the conclusions and discussion with the Department members, that will bring together all aspects covered during the 2 weeks visit in Romania, and will summarize the outcomes of the project. The conclusions will refer to:

- ✓ the research projects policy approaches taken within the American and Romanian universities at all levels;
- ✓ the current state of research and success factors in education and research actions to promote tourism/hospitality industries.

In the end, the project will try an extrapolation of the Tourism/Hospitality university good practice from US to the Romanian high tourism education system.

### ***Project potential for institutional linkages***

As stated above, it is hoped that this project will lead to ongoing collaboration between the institutions. Both Universities are research-focused with leading faculties and vibrant doctoral programs.

The way the results of the research activities are most commonly disseminated is through publishing in specialized journals, which themselves are evaluated by the quality of the knowledge presented. This mechanism of diffusion is considered a closed academic system, since the evaluators usually belong to the academic community.

As technology in particular and knowledge in general have become an increasingly relevant factor for business competitiveness and economic development, many businesses look towards the university as a potential supplier of solutions, and are willing to develop professional bonds with faculty members, especially alumni turned business managers.

- ✓ The project potential for institutional consist in finding a 'best practice' model of a tourism college/department/university and to extract the key components of such a model for using them in the development of the touristic educational field.
- ✓ Realization and publication of joint articles in tourism journals from Romania and USA;
- ✓ Establishing a partnership for improvement and promotion of the CACTUS – Journal of tourism;

- ✓ Establishing and developing common projects within the Academic Center for Research in Tourism and Services (CACTUS);
- ✓ Establishing institutional linkages between the universities' libraries research regarding the tourism/hospitality sector;
- ✓ Discussing about the entrepreneurial tourism education, in order to develop entrepreneurial capacities and mindsets. It is recognized that undergraduate students need more than academic attainments.
- ✓ Measures to be undertaken to make entrepreneurship education accessible to all student as innovative ideas at university faculties. Student in tourism specialization needs to have the entrepreneurial skills that enable them to solve issues and problems, generate and communicate ideas, seize and exploit opportunities and create and find a job and create new one.

*This presentation was edited by:*

*Gabriela Cecilia Stănciulescu, PhD*

*Fulbright Scholar, 1994-1995*

*University of Illinois at Chicago*

*Department of Marketing and Entrepreneurship*