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## **University of Florida unveils new Tourism Institute at the College of Health and Human Performance**

GAINESVILLE, Fla. – On April 8, 2011, the University of Florida College of Health and Human Performance hosted its grand opening and dedication of the new Eric Friedheim Tourism Institute in the Department of Tourism, Recreation and Sport Management. The college received a significant gift last year to rename the current Center for Tourism Research and Development (CTRD). The gift, made by the Eric Friedheim Foundation of Jacksonville, Fla., renamed the CTRD as the Eric Friedheim Tourism Institute, which marks the first named center at the college and will provide critical support for research on tourism, including economic, environmental and cultural issues with special focus on the state of Florida.

The institute was established in honor of Eric Friedheim, a lifelong journalist and former publisher and editor-in-chief of the weekly Travel Agent magazine, a biweekly trade magazine targeted at travel agency professionals. Friedheim became chairman in 2000, and his articles appeared in the publication until shortly before his death on June 24, 2002. He was 92.

Sid Geffen, trustee holder for the Eric Friedheim Foundation, and Edith Hall Friedheim, widow of Eric Friedheim, were instrumental in bringing this gift to the College of Health and Human Performance in honor of Eric and his work in the tourism industry.

Created in 1992 in the college's Department of Tourism, Recreation and Sport Management, CTRD has evolved to become a major center for tourism research in Florida and beyond. The center currently facilitates interdisciplinary research projects focusing on a wide range of travel, tourism and hospitality opportunities within six program areas: Tourism Marketing, Sport Tourism and Event Management, Ecotourism and Heritage Tourism, Coastal, Marine and Water-based Tourism, Tourism Crisis Management and Hospitality Management.

In addition, the newly named institute will create an endowment to support faculty research and development as well as undergraduate and graduate programs, and will provide support for guest lecturers, speakers and visiting scholars.

The College of Health and Human Performance was established at the University of Florida in 1946 and houses the departments of Applied Physiology and Kinesiology, Health Education and Behavior, and Tourism, Recreation and Sport Management.

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