Mission / Purpose

The Hospitality Research Center (HRC) at the University of New Orleans is the Premier center for hospitality and tourism research in the nation and a Center of Excellence at the University of New Orleans. The HRC is a collaborative effort of the Division of Business and Economic Research (DBER) and the Lester E. Kabacoff School of Hotel, Restaurant and Tourism Administration (HRT). Each faculty member of the School of HRT has broad experience in the tourism and hospitality industry and has extensive academic preparation. Working together, in cooperation with the professionals in the Division of Business and Economic Research, the UNO DBER/HRT research program is consistently recognized for research productivity in the hospitality field. The function of the Hospitality Research Center is to provide a variety of research services to hospitality and tourism organizations.

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Maintain #1 status in nation
Maintain our #1 status in the nation among hospitality and tourism research centers

O/O 2: Increase revenues to fund expansion
Increase revenues to fund expansion of the Hospitality Research Center

O/O 3: Function as the source of information for the hospitality and tourism industry

O/O 4: Service to community
Service to community