Cover Sheet: Request 15727

HFT 4XXX – Artificial Intelligence Revolutions and Applications in Tourism, Hospitality and Events

Info

Process	Course|New|Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Rachel Fu racheljuichifu@ufl.edu
Created	1/24/2021 8:53:57 AM
Updated	3/11/2021 10:05:41 PM
Description of request	This is a new course proposed by the Department of Tourism, Hospitality and Event Management. Overtime, the capabilities and applications of Artificial Intelligence have played very important roles in our industrial development and AI is poised to become more integral our lives and businesses in the near future. The proposed class, "Artificial Intelligence Revolutions (AI) and Applications in Tourism, Hospitality and Events" will provide students with an overview and introduction about the impacts of AI in the past, now, and in the future. Through case studies, literature reviews, and class discussions, this class will stimulate students' critical thinking and challenge students to be forward thinking regarding what can be done to further include AI innovations in the THEM industries as part of their required project. This course will meet requirements for our degree programs. This course will also serve as an elective for students and a required course for our Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Tourism, Hospitality, & Event Management 012609000	Rachel Fu		1/24/2021
No document changes					
College	Approved	HHP - College of Health and Human Performance	Christopher Janelle		2/19/2021
HFT 6XXX AI Revolutions and Applications in THEM_Feb 19.docx					2/19/2021
HFT 4XXX AI Revolutions and Applications in THEM_Feb 19.docx					2/19/2021
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			2/19/2021
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					

Step	Status	Group	User	Comment	Updated
College Notified					
No document changes					

Course|New for request 15727

Info

Request: HFT 4XXX – Artificial Intelligence Revolutions and Applications in Tourism, Hospitality and Events

Description of request: This is a new course proposed by the Department of Tourism, Hospitality and Event Management. Overtime, the capabilities and applications of Artificial Intelligence have played very important roles in our industrial development and AI is poised to become more integral our lives and businesses in the near future. The proposed class, "Artificial Intelligence Revolutions (AI) and Applications in Tourism, Hospitality and Events" will provide students with an overview and introduction about the impacts of AI in the past, now, and in the future. Through case studies, literature reviews, and class discussions, this class will stimulate students' critical thinking and challenge students to be forward thinking regarding what can be done to further include AI innovations in the THEM industries as part of their required project. This course will meet requirements for our degree programs. This course will also serve as an elective for students and a required course for our Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate.

Submitter: Rachel Fu racheljuichifu@ufl.edu

Created: 2/19/2021 9:11:45 AM

Form version: 4

Responses

Recommended Prefix

Enter the three letter code indicating placement of course within the discipline (e.g., POS, ATR, ENC). Note that for new course proposals, the State Common Numbering System (SCNS) may assign a different prefix.

> Response:
> HFT

Course Level

Select the one digit code preceding the course number that indicates the course level at which the course is taught (e.g., 1=freshman, 2=sophomore, etc.).

> Response:
> 4

Course Number

Enter the three digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles. For new course requests, this may be XXX until SCNS assigns an appropriate number.

> Response:
> XXX

Category of Instruction

Indicate whether the course is introductory, intermediate or advanced. Introductory courses are those that require no prerequisites and are general in nature. Intermediate courses require some prior preparation in a related area. Advanced courses require specific competencies or knowledge relevant to the topic prior to enrollment.

> Response:
> Joint (Ugrad/Grad)

• 1000 level = Introductory undergraduate

• *2000 level = Introductory undergraduate*
• *3000 level = Intermediate undergraduate*
• *4000 level = Advanced undergraduate*
• *5000 level = Introductory graduate*
• *6000 level = Intermediate graduate*
• *7000 level = Advanced graduate*
• *4000/5000= Joint undergraduate/graduate*
• *4000/6000= Joint undergraduate/graduate*

*Joint undergraduate/graduate courses must be approved by the UCC and the Graduate Council)

Lab Code
Enter the lab code to indicate whether the course is lecture only (None), lab only (L), or a combined lecture and lab (C).

> Response:
> None

Course Title
*Enter the title of the course as it should appear in the Academic Catalog. There is a 100 character limit for course titles. *

> Response:
> Artificial Intelligence Revolutions and Applications in Tourism, Hospitality and Events

Transcript Title
Enter the title that will appear in the transcript and the schedule of courses. Note that this must be limited to 30 characters (including spaces and punctuation).

> Response:
> AI Revolutions & Applications

Degree Type
Select the type of degree program for which this course is intended.

> Response:
> Baccalaureate

Delivery Method(s)
Indicate all platforms through which the course is currently planned to be delivered.

> Response:
> On-Campus

Co-Listing
Will this course be jointly taught to undergraduate, graduate, and/or professional students?

> Response:
> Yes

Co-Listing Explanation

Please detail how coursework differs for undergraduate, graduate, and/or professional students. Additionally, please upload a copy of both the undergraduate and graduate syllabus to the request in .pdf format. For more information please see the Co-Listed Graduate Undergraduate Courses Policy.

Response:
Everything is the same except the intensity of the final project, grading, and amount of readings.
For the undergraduate students:
Exams - Two exams will be held: One at mid-term and the other during the final exam day. The exams will cover the issues discussed in the assigned readings and in class.
Essays - Three 500 word essays will be written addressing various topics discussed in class. Topics will be assigned throughout the semester. In these essays, students are asked to write 500 words (typewritten, single space, 1-inch margin on all sides, Times New Roman, size 12) discussing the assigned essay topic. Each essay should include direct reference to information obtained from class discussions, readings provided in the course, as well as other materials obtained outside of normal class operation. Each essay should summarize these materials and include a personal assessment by the student regarding its "impact – role – relationship" within the tourism system.
Final Project - The AI Applications group project includes (1) 10-12 page double-spaced paper and (2) a class presentation. Undergraduates will be working with other undergraduate class members.

For the graduate students:
Exams - Two exams will be held: One at mid-term and the other during the final exam day. The exams will cover the issues discussed in the assigned readings and in class.
Essays - Three essays will be written covering various topics discussed in class. Topics will be assigned throughout the semester. In these essays, students are asked to write 3-4 pages.
Final Project - The AI Applications project includes written paper and class presentation. Approved proposal will be developed into the final draft of the paper. Students select a business sector according to their interests, present their study problem statement, current AI development, and potential future applications and expansions in a paper of approximately 15 – 20 page.

Effective Term

Select the requested term that the course will first be offered. Selecting "Earliest" will allow the course to be active in the earliest term after SCNS approval. If a specific term and year are selected, this should reflect the department's best projection. Courses cannot be implemented retroactively, and therefore the actual effective term cannot be prior to SCNS approval, which must be obtained prior to the first day of classes for the effective term. SCNS approval typically requires 2 to 6 weeks after approval of the course at UF.

Response:
Earliest Available

Effective Year

Select the requested year that the course will first be offered. See preceding item for further information.

Response:
2021

Rotating Topic?

Select "Yes" if the course can have rotating (varying) topics. These course titles can vary by topic in the Schedule of Courses.

Response:

No

Repeatable Credit?

Select "Yes" if the course may be repeated for credit. If the course will also have rotating topics, be sure to indicate this in the question above.

Response:
No

Amount of Credit

Select the number of credits awarded to the student upon successful completion, or select "Variable" if the course will be offered with variable credit and then indicate the minimum and maximum credits per section. Note that credit hours are regulated by Rule 6A-10.033, FAC. If you select "Variable" for the amount of credit, additional fields will appear in which to indicate the minimum and maximum number of total credits.

Response:
3

S/U Only?

Select "Yes" if all students should be graded as S/U in the course. Note that each course must be entered into the UF curriculum inventory as either letter-graded or S/U. A course may not have both options. However, letter-graded courses allow students to take the course S/U with instructor permission.

Response:
No

Contact Type

Select the best option to describe course contact type. This selection determines whether base hours or headcount hours will be used to determine the total contact hours per credit hour. Note that the headcount hour options are for courses that involve contact between the student and the professor on an individual basis.

Response:
Regularly Scheduled

• Regularly Scheduled [base hr]
• Thesis/Dissertation Supervision [1.0 headcount hr]
• Directed Individual Studies [0.5 headcount hr]
• Supervision of Student Interns [0.8 headcount hr]
• Supervision of Teaching/Research [0.5 headcount hr]
• Supervision of Cooperative Education [0.8 headcount hr]

Contact the Office of Institutional Planning and Research (352-392-0456) with questions regarding contact type.

Weekly Contact Hours

Indicate the number of hours instructors will have contact with students each week on average throughout the duration of the course.

Response:

Course Description

Provide a brief narrative description of the course content. This description will be published in the Academic Catalog and is limited to 500 characters or less. See course description guidelines.

Response:
A foundational examination of the implications of the artificial intelligence revolution (AI) in the tourism, hospitality, and event industry. Content includes analyses of AI applications in booking, transportation, theme parks, destination and attraction marketing, economic, social, cultural, and environmental impacts, as well as motivators to travel.

Prerequisites

Indicate all requirements that must be satisfied prior to enrollment in the course. Prerequisites will be automatically checked for each student attempting to register for the course. The prerequisite will be published in the Academic Catalog and must be formulated so that it can be enforced in the registration system. Please note that upper division courses (i.e., intermediate or advanced level of instruction) must have proper prerequisites to target the appropriate audience for the course.
Courses level 3000 and above must have a prerequisite.
Please verify that any prerequisite courses listed are active courses.

Response:
Junior or Senior Standing

Completing Prerequisites on UCC forms:

• Use "&" and "or" to conjoin multiple requirements; do not used commas, semicolons, etc.
• Use parentheses to specify groupings in multiple requirements.
• Specifying a course prerequisite (without specifying a grade) assumes the required passing grade is D-. In order to specify a different grade, include the grade in parentheses immediately after the course number. For example, "MAC 2311(B)" indicates that students are required to obtain a grade of B in Calculus I. MAC2311 by itself would only require a grade of D-.
• Specify all majors or minors included (if all majors in a college are acceptable the college code is sufficient).
• "Permission of department" is always an option so it should not be included in any prerequisite or co-requisite.
• If the course prerequisite should list a specific major and/or minor, please provide the plan code for that major/minor (e.g., undergraduate Chemistry major = CHY_BS, undergraduate Disabilities in Society minor = DIS_UMN)

Example: A grade of C in HSC 3502, passing grades in HSC 3057 or HSC 4558, and undergraduate PBH student should be written as follows: HSC 3502(C) & (HSC 3057 or HSC 4558) & UGPBH
* *

Co-requisites

Indicate all requirements that must be taken concurrently with the course. Co-requisites are not checked by the registration system. If there are none please enter N/A.

Response:
N/A

Rationale and Placement in Curriculum

Explain the rationale for offering the course and its place in the curriculum.

Response:
This is a new course proposed by the Department of Tourism, Hospitality and Event Management. The capabilities and applications of Artificial Intelligence have played very

important roles in our industries and will be more integral as we go forward. The "Artificial Intelligence Revolutions (AI) and Applications in Tourism, Hospitality and Events" proposed course will provide students with an overview and introduction about the impacts of AI in the past, now, and its trends in the future in the THEM industries. Through case studies, literature reviews, and class discussions, this class will stimulate students' critical thinking while students will be required to think forward about what can be done to include and advance AI in the field as part of their required project. This course will meet requirements for our programs. This course will serve as an elective for students and a required course for our Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate.

Course Objectives

Describe the core knowledge and skills that student should derive from the course. The objectives should be both observable and measurable.

Response:
Upon completion of this course students will be able to:
• Define artificial intelligence and describe how its applications are used in travel, tourism, hospitality, and event industries, including booking, transportation, destinations, attractions, theme parks, lodging, resorts, restaurant, and many other components.
• Describe the history and development of the revolutions in AI.
• Describe how AI helps tourists prior to and during their travel.
• Evaluate the contributions of AI adoptions in international tourism.
• Apply learned literature, methods, and skills in research contexts.
• Identify major AI forces that are shaping the future of the tourism, hospitality, and event industries.

Course Textbook(s) and/or Other Assigned Reading

*Enter the title, author(s) and publication date of textbooks and/or readings that will be assigned. Please provide specific examples to evaluate the course and identify required textbooks. *

Response:
READING MATERIALS:
This class will use both assigned text books and journal articles posted on Canvas. Please consult the course calendar for weekly reading topics.
Required Book:
? Artificial Intelligence: A Modern Approach Year: 2015 (3rd edition) Authors: Stuart J. Russell & Peter Norvig

Journal articles from the following sources will be used:
? Harvard Business Review
? MIT Technology Review
? Cornell Hospitality Quarterly
? Science Robotics Journal
? Foundations and Trends in Machine Learning

COURSE FORMAT:
Class teaching modality (face-to-face, online, or hyflex) will be determined based on the epidemiological situation and the UF guidelines. Normally, the class will meet two times a week for live lecture for the first four weeks followed by watching lecture videos online and then meet in the classroom for active learning for the rest of the semester. There will be combinations of the above weeks per the instructor's assessment towards students' progress throughout the semester. The course will include a combination of lectures, discussions, activities, case studies, and exams. Active participation is essential to the nature of this course.

Weekly Schedule of Topics
Provide a projected weekly schedule of topics. This should have sufficient detail to evaluate how the course would meet current curricular needs and the extent to which it overlaps with existing courses at UF.

Response:
WEEKLY COURSE SCHEDULE:
Week   Class Activities Readings and Cases
1   Introduction to the class and the syllabus. General discussion on career Opportunities in Artificial Intelligence (AI) and Data Science in general and in tourism, hospitality & event industries   Assigned Journal Articles & Book Chapters 1-2 Cases: AI History in the US
2   What is AI revolution? Reviews of history and historical cases and examples across cultures and populations Understanding Travel Behavior through AI Assigned Journal Articles & Book Chapters 3-4 Cases: AI vs. Customer & Visitor Experiences
3   AI in Tourism, Hospitality, and Event Research Introduction: Types of AI, Machine Learning, and Data Sciences Assigned Journal Articles & Book Chapters 5-6 Cases: The First Robots in Lodging
4   More about types of AI, Machine Learning, and Data Sciences. AI in Customer/Visitor Services, businesses, and governments   Assigned Journal Articles & Book Chapters 7-8 Cases: Machine Learning in Lodging and Restaurant Sectors
5   World/National Organizations and Corporations that focus on AI Applications   Assigned Journal Articles & Book Chapters 9-10 Cases: Machine Learning & Big Data in Global Cases
6   Regional/City Organizations and corporations that focus on AI Applications   Assigned Journal Articles & Book Chapters 11-12 Cases: Companies, cities, and event avenues that Adopt AI and Implement Big Data for Customers
7   AI/Data Science in Film Tourism AI/Data Science in Festival/Event Tourism AI/Data Science in Medical Tourism AI/Data Science in Game Tourism AI/Data Science in Space Tourism and the future   Assigned Journal Articles & Book Chapters 13-14 Cases: Travel and Tourism Systems that utilize AI and Implement Big Data for locals and visitors
8   AI in International Tourism   Assigned Journal Articles & Book Chapter 15 Cases: Smart Airports and Transportation Systems in the world
9   Impacts of AI Through the Lenses of Components Supply and Demand Assigned Journal Articles & Book Chapters 16-17 Cases: Germany vs. Japan
10 AI's Economic Impacts Artificial Intelligence vs. Environment and Societies   Assigned Journal Articles & Book Chapter 18 Cases: Impact Assessments and beyond
11 Project preparation Group Project Proposal Submission
12 Group Project Proposal Submission
13 Tourism Planning Through Artificial Intelligence Tourism Marketing Through Artificial IntelligenceCases: Smart Communities and Quality of Life Assessment
14 Using AI to Promote Destinations   Cases: Public Sectors that adopted/will adopt more AI
15 Concurrent Tourism Cases The Future Shape   What's Next? What's New? So What?
16 Presentations

Grading Scheme
List the types of assessments, assignments and other activities that will be used to determine the course grade, and the percentage contribution from each. This list should have sufficient detail to evaluate the course rigor and grade integrity. Include details about the grading rubric and percentage breakdowns for determining grades. If participation and/or attendance are part of the students grade, please provide a rubric or details regarding how those items will be assessed.

Response:
GRADING:
Make-up assignments will be considered at the instructor's discretion and only when arrangements have been made prior to the scheduled event. For emergencies, health-related issues, or religious observances, the instructor follows the UF policies specified here:

https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.
Student can earn 100 points (100%) in this class:

Individual Effort (55 points or 55%) Class attendance and participation 10
    500 word Essays (3 @ 5 pts)   15
    Midterm exam   15
    Final exam   15
    TOTAL POINTS   55
Group Effort: Artificial Intelligence in   Project proposal – 1-2 pages   10
THEM Project (45 points or 45%)   Final paper – 10-12 pages   25
    Project class presentation (20 minutes) 10
    TOTAL POINTS   45
    GRAND TOTAL POINTS   100

It will take one week to 10 days to get grades posted for each assignment. Please contact your instructor in one week after your grade is posted when you feel there is an error in grading. Your grade will not be rounded. More detailed information regarding current UF grading policies can be found here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/." Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.

GRADING SCALE AND GPA POINTS:
A- = 90.00-92.99% (3.67)   A = 93.00-100% (4.0)
B- = 80.00-82.99% (2.67)   B = 83.00-86.99% (3.0) B+ = 87.00-89.99% (3.33)

C- = 70.00-72.99% (1.67)   C = 73.00-76.99% (2.0) C+ = 77.00-79.99% (2.33)

D- = 60.00-62.99% (0.67)   D = 63.00-66.99% (1.0) D+ = 67.00-69.99% (1.33)
    E = 59.99% or lower (0.0). This is a failing grade.

ASSIGNMENTS:
All assignments must be typed. Points will be deducted for spelling, syntax, and grammatical errors. All referencing must be done correctly and accurately.

Class attendance and participation
Students are expected to actively participate in class discussion and show evidence in their contributions that they have done the weekly readings (this means more than simply attending class). Students missing more than three class meetings will have their final grade reduced by one whole letter grade. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Exams
Two exams will be held: One at mid-term and the other during the final exam day. The exams will cover the issues discussed in the assigned readings and in class.

Essays
Three 500 word essays will be written addressing various topics discussed in class. Topics will be assigned throughout the semester. In these essays, students are asked to write 500 words (typewritten, single space, 1-inch margin on all sides, Times New Roman, size 12) discussing the assigned essay topic. Each essay should include direct reference to information obtained from class discussions, readings provided in the course, as well as other materials obtained outside of normal class operation. Each essay should summarize these materials and include a personal assessment by the student regarding its "impact – role – relationship" within the tourism system.

Artificial Intelligence Applications

The AI Applications group project includes (1) 10-12 page double-spaced paper and (2) a class presentation. Undergraduates will be working with other undergraduate class members.

Paper Guidelines

An initial 1-2 page proposal will be submitted by each student group. The proposal will outline AI

applications and specific business sector chosen by the students and describe how AI works with the needs and wants of visitors during the process of (1) destination selection; (2) transportation; and (3) activities at the destinations, such as visiting attractions, theme parks, staying at resorts and lodging, restaurant experiences, and participation in events. Once the proposal is approved by the instructor, the undergraduate student group will develop their ideas into a class presentation and a final paper. Both the presentation and the 10-12 page paper should include the following sections: (1) study problem statement, (2) current AI development, and (3) potential future applications and expansions, 4. References. The paper may include the following elements:

1. Discussion of variability in needs across populations [X, Y, Z…Generations], types of tourism, hospitality businesses, or events;
2. An analysis of possible applications of artificial intelligence and data science in the selected THEM context;
3. Implications to strategic management of THEM businesses/environments, including an analysis of strengths, weaknesses, opportunities, and threats;
4. Critical analysis of how artificial intelligence may enhance return on investment (ROI), increase the quality of life, affect local communities, and other larger implications of new technologies.

Presentation Guidelines: During the last class (or last 2 classes depending on the number of students enrolled) each student group will present a 20 minute presentation communicating the main points from their paper. Each group should use PowerPoint or a similar program. Please organize your presentation according to the sections included in your paper ie: (1) study problem statement, (2) current AI development, and (3) potential future applications and expansions. Please make sure that each student in your group speaks. Please also encourage questions and discussion from your classmates.

GRADING EXPECTATIONS FOR ESSAYS AND ARTIFICIAL INTELLIGENCE IN THEM PROJECT PAPER:

90-100%: Excellent. Excellent, scholarly, and advanced college-level work that exceeds requirements. Original, insightful ideas, in-depth discussion. Well organized and structured. Very good grammar, careful formatting.

80-89.99%: Good. Good college-level work that meets requirements. Original, well organized. Good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.

70-79.99%: Satisfactory. Average work. Assignment is not thought through and/or presentation is not cohesive. Improvement is needed on depth, originality of thought, structure, and presentation.

60-69.99%: Marginal. Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.

0-59.99%: Failure. Assignment does not meet the requirements/criteria, is not submitted, or incomplete.

GRADING EXPECTATIONS FOR ARTIFICIAL INTELLIGENCE IN THEM CLASS PRESENTATION

Your presentation will be assessed using the following criteria:

1. Creativity: Overall creativity and innovation of the proposed solution.
2. Content: Quality and depth of understanding of AI and Data Science applications in THEM context. Clear, concise, and well-structured discussion of proposed solution in terms of experiences supported, expected outcomes, and larger implications of technologies in human environment.
3. Overall Impression: Quality of presentation in terms of appearance, pace of delivery, visual appeal, and time management.

Instructor(s)
Enter the name of the planned instructor or instructors, or "to be determined" if instructors are not yet identified.

Response:
To Be Determined

Attendance & Make-up
Please confirm that you have read and understand the University of Florida Attendance policy.
A required statement statement related to class attendance, make-up exams and other work will be included in the syllabus and adhered to in the course. Courses may not have any policies which conflict with the University of Florida policy. The following statement may be used directly in the syllabus.

• Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Response:
Yes

Accomodations
Please confirm that you have read and understand the University of Florida Accommodations policy.
A statement related to accommodations for students with disabilities will be included in the syllabus and adhered to in the course. The following statement may be used directly in the syllabus:

• Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Response:
Yes

UF Grading Policies for assigning Grade Points
Please confirm that you have read and understand the University of Florida Grading policies.
Information on current UF grading policies for assigning grade points is require to be included in the course syllabus. The following link may be used directly in the syllabus:

• https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Response:
Yes

Course Evaluation Policy
Course Evaluation Policy
Please confirm that you have read and understand the University of Florida Course Evaluation Policy.
A statement related to course evaluations will be included in the syllabus. The following statement may be used directly in the syllabus:

• Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/public-results/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Response:
Yes

HFT 4XXX– **Artificial Intelligence Revolutions and Applications in Tourism, Hospitality and Events**
Fall, 2021 [New]

COURSE INFORMATION
Credits   3
Meeting location   FLG 2XX
Meeting times   xxxx
INSTRUCTOR INFORMATION
TBA
Office: 240 Florida Gym
Office hours: Tuesday, 9:30 – 11:00; Thursday, 10:30 – 12:00, or by appointment.

Department Chair	Rachel Fu, Ph.D., CHE Room FLG 240D;
	Email: racheljuichifu@ufl.edu

COURSE DESCRIPTION:

50 words for the catalog
A foundational examination of the implications of the artificial intelligence revolution (AI) in the tourism, hospitality, and event industry. Content includes analyses of AI applications in booking, transportation, theme parks, destination and attraction marketing, economic, social, cultural, and environmental impacts, as well as motivators to travel.

COURSE DESCRIPTION:
The goal of this course is to provide a foundation for understanding the emergent perspectives on the linkages between technology, marketing, analytics, and the design of tourism places associated with Artificial Intelligence (AI) and Big Data revolutions. The course presents key components of the transformational changes in relationships among the new technology, traveler behavior, and the travel industry. The critical analysis of tourism systems is particularly focused on creating sustainable, safe, and healthy environments using the latest developments in AI and Data Science. The course encourages students to consider the future of tourism and how the new smart technologies are reshaping it.

PREREQUISITES: Junior or senior standing

READING MATERIALS:
This class will use both assigned text books and journal articles posted on Canvas. Please consult the course calendar for weekly reading topics.

Required Book:
- Artificial Intelligence: A Modern Approach Year: 2015 (3rd edition) Authors: Stuart J. Russell & Peter Norvig

Journal articles from the following sources will be used:
- ✓ Harvard Business Review
- ✓ MIT Technology Review

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Department of Tourism, Hospitality and Event Management
University of Florida

1/10

- ✓ Cornell Hospitality Quarterly
- ✓ Science Robotics Journal
- ✓ Foundations and Trends in Machine Learning

COURSE FORMAT:

Class teaching modality (face-to-face, online, or hyflex) will be determined based on the epidemiological situation and the UF guidelines. Normally, the class will meet two times a week for live lecture for the first four weeks followed by watching lecture videos online and then meet in the classroom for active learning for the rest of the semester. There will be combinations of the above weeks per the instructor's assessment towards students' progress throughout the semester. The course will include a combination of lectures, discussions, activities, case studies, and exams. Active participation is essential to the nature of this course.

COURSE LEARNING OBJECTIVES:

Upon completion of this course students will be able to:

- Define artificial intelligence and describe how its applications are used in travel, tourism, hospitality, and event industries, including booking, transportation, destinations, attractions, theme parks, lodging, resorts, restaurant, and many other components.
- Describe the history and development of the revolutions in AI.
- Describe how AI helps tourists prior to and during their travel.
- Evaluate the contributions of AI adoptions in international tourism.
- Apply learned literature, methods, and skills in research contexts.
- Identify major AI forces that are shaping the future of the tourism, hospitality, and event industries.

COURSE AND UNIVERSITY POLICIES:

ATTENDANCE AND CLASS PARTICIPATION POLICY: Student's attendance and participations will be graded as 10% of their final grade. Please see the grading rubric listed in the GRADING section of this syllabus.

PERSONAL CONDUCT POLICY: Students are expected to exhibit behaviors that reflect highly upon themselves and our University. UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor or teaching Assistant in this class.

MAKE-UP POLICIES FOR MISSED ASSIGNMENTS: A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the Dean of Students

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Office (www.dso.ufl.edu) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (https://care.dso.ufl.edu/instructor-notifications/). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

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- University Police Department, 392-1111 (or 9-1-1 for emergencies) http://www.police.ufl.edu/

Academic Resources
- E-learning technical support, 352-392-4357 (select opti on 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. https://career.ufl.edu/
- Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/
- Student Complaints On-Campus: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/ On-Line Students Complaints: http://distance.ufl.edu/student-complaint-process/

GRADING:

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	Final exam	15
	TOTAL POINTS	**55**
Group Effort: Artificial Intelligence in	Project proposal – 1-2 pages	10

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THEM Project (45 points or 45%)	Final paper – 10-12 pages	25
	Project class presentation (20 minutes)	10
	TOTAL POINTS	**45**
	GRAND TOTAL POINTS	**100**

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Excellent	10 pts	Defines, describes, and illustrates concepts Explains, assesses and criticizes ideas Demonstrates preparation and reading of assignments
Good	8 pts	Defines, describes, and illustrates concepts Explains, assesses and criticizes ides Evidence of reading assignments, but not fully prepared
Reasonable	6 pts	Defines, describes, and illustrates concepts Explains, assesses, or criticize some ideas Evidence of incomplete reading of assignments and preparation
Basic	4 pts	Defines and describes some concepts Explains but cannot assess and criticize ideas Clearly unprepared and lacking evidence of reading assignments

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Bare Minimum	2 pts	Defines and describes some concepts Unable to explain, assess, or criticize ideas Clearly unprepared and lacking evidence of reading assignments
Unacceptable	0 pt	Refuses to engage in discussion or answer questions when asked Engaged into inappropriate behaviors (using cell phone, social media, visiting irrelevant websites) Not present

Exams

Two exams will be held: One at mid-term and the other during the final exam day. The exams will cover the issues discussed in the assigned readings and in class.

Essays

Three 500 word essays will be written addressing various topics discussed in class. Topics will be assigned throughout the semester. In these essays, students are asked to write **500 words** (typewritten, single space, 1-inch margin on all sides, Times New Roman, size 12) discussing the assigned essay topic. Each essay should **include direct reference** to information obtained from class discussions, readings provided in the course, as well as other materials obtained outside of normal class operation. Each essay should summarize these materials and include a personal assessment by the student regarding its "impact – role – relationship" within the tourism system.

Artificial Intelligence Applications

The AI Applications **group project** includes (1) 10-12 page double-spaced paper and (2) a class presentation. Undergraduates will be working with other undergraduate class members**.**

Paper Guidelines

An initial 1-2 page proposal will be submitted by each student group. The proposal will outline AI applications and specific business sector chosen by the students and describe how AI works with the needs and wants of visitors during the process of (1) destination selection; (2) transportation; and (3) activities at the destinations, such as visiting attractions, theme parks, staying at resorts and lodging, restaurant experiences, and participation in events. Once the proposal is approved by the instructor, the undergraduate student group will develop their ideas into a class presentation and a final paper. Both the presentation **and the 10-12 page** paper should include the following sections: (1) study problem statement, (2) current AI development, and (3) potential future applications and expansions, 4. References. The paper may include the following elements:

1.   Discussion of variability in needs across populations [X, Y, Z…Generations], types of tourism, hospitality businesses, or events;
2.   An analysis of possible applications of artificial intelligence and data science in the selected THEM context;
3.   Implications to strategic management of THEM businesses/environments, including an analysis of strengths, weaknesses, opportunities, and threats;
4.   Critical analysis of how artificial intelligence may enhance return on investment (ROI), increase

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the quality of life, affect local communities, and other larger implications of new technologies.

Presentation Guidelines: During the last class (or last 2 classes depending on the number of students enrolled) **each student group will present a 20 minute** presentation communicating the main points from their paper. **Each group should use PowerPoint or a similar program**. Please organize your presentation according to the sections included in your paper ie: (1) study problem statement, (2) current AI development, and (3) potential future applications and expansions. Please make sure that each student in your group speaks. Please also encourage questions and discussion from your classmates.

GRADING EXPECTATIONS FOR ESSAYS AND ARTIFICIAL INTELLIGENCE IN THEM PROJECT PAPER:

90-100%: Excellent. Excellent, scholarly, and advanced college-level work that exceeds requirements. Original, insightful ideas, in-depth discussion. Well organized and structured. Very good grammar, careful formatting.
80-89.99%: Good. Good college-level work that meets requirements. Original, well organized. Good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
70-79.99%: Satisfactory. Average work. Assignment is not thought through and/or presentation is not cohesive. Improvement is needed on depth, originality of thought, structure, and presentation.
60-69.99%: Marginal. Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
0-59.99%: Failure. Assignment does not meet the requirements/criteria, is not submitted, or incomplete.

GRADING EXPECTATIONS FOR ARTIFICIAL INTELLIGENCE IN THEM CLASS PRESENTATION

Your presentation will be assessed using the following criteria:

1. **Creativity:** Overall creativity and innovation of the proposed solution.
2. **Content:** Quality and depth of understanding of AI and Data Science applications in THEM context. Clear, concise, and well-structured discussion of proposed solution in terms of experiences supported, expected outcomes, and larger implications of technologies in human environment.
3. **Overall Impression:** Quality of presentation in terms of appearance, pace of delivery, visual appeal, and time management.

GENERAL CLASS RULES

- Students should be prepared for each day's class period. You should read the material to be covered each day before you come to class and be ready to answer and ask questions pertaining to the material.
- You will be always asked to support and defend the statements and answers you offer in class and in your report. "Sweeping Generalizations" are never accepted in this course.
- If you miss a class, it is your responsibility to obtain information from other students. Do not expect the instructor to be at your disposal and provide you with the missed information.
- Stay in the same seats through the semester. This will assist us in getting to know you faster.

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- If you are marked absent more than three times you will suffer the loss of one full letter grade, which means that if your final grade is B- it will be adjusted to a C-.
- The lectures will complement the text and will not attempt to cover all points raised in the readings.
- Regular and punctual attendance is a necessary but not a sufficient criterion for class participation credit.
- The Instructor reserves the right to make changes in the class schedule to meet the learning needs of the class. These will be communicated in a timely manner in announcements posted on Canvas as well as orally in class. Please read all announcements and pay attention to any changes.

CLASSROOM BEHAVIOR

- This course requires professional and respectful classroom behavior. Please refrain from engaging in the following activities (including but not limited to): cell phone usage, reading non-class materials such as newspapers, chatting and sleeping. Serious violators will be dismissed from that class meeting.
- If you are late to class or need to leave early please provide an explanation to the instructor.
- Mobile phones must be off during the entire duration of each class meeting.
- No food is allowed in class.
- Please include a greeting and sign all emails when you are contacting your instructor.

WEEKLY COURSE SCHEDULE:

Week	Class Activities	Readings and Cases
1	**Introduction to the class and the syllabus.** General discussion on career Opportunities in Artificial Intelligence (AI) and Data Science in general and in tourism, hospitality & event industries	Assigned Journal Articles & Book Chapters 1-2 Cases: AI History in the US
2	What is AI revolution? Reviews of history and historical cases and examples across cultures and populations Understanding Travel Behavior through AI	Assigned Journal Articles & Book Chapters 3-4 Cases: AI vs. Customer & Visitor Experiences
3	AI in Tourism, Hospitality, and Event Research Introduction: Types of AI, Machine Learning, and Data Sciences	Assigned Journal Articles & Book Chapters 5-6 Cases: The First Robots in Lodging
4	More about types of AI, Machine Learning, and Data Sciences. AI in Customer/Visitor Services, businesses, and governments	Assigned Journal Articles & Book Chapters 7-8 Cases: Machine Learning in Lodging and Restaurant Sectors
5	World/National Organizations and Corporations that focus on AI Applications	Assigned Journal Articles & Book Chapters 9-10

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		Cases: Machine Learning & Big Data in Global Cases
6	Regional/City Organizations and corporations that focus on AI Applications	Assigned Journal Articles & Book Chapters 11-12 Cases: Companies, cities, and event avenues that Adopt AI and Implement Big Data for Customers
7	AI/Data Science in Film Tourism AI/Data Science in Festival/Event Tourism AI/Data Science in Medical Tourism AI/Data Science in Game Tourism AI/Data Science in Space Tourism and the future	Assigned Journal Articles & Book Chapters 13-14 Cases: Travel and Tourism Systems that utilize AI and Implement Big Data for locals and visitors
8	AI in International Tourism	Assigned Journal Articles & Book Chapter 15 Cases: Smart Airports and Transportation Systems in the world
9	Impacts of AI Through the Lenses of Components Supply and Demand	Assigned Journal Articles & Book Chapters 16-17 Cases: Germany vs. Japan
10	AI's Economic Impacts Artificial Intelligence vs. Environment and Societies	Assigned Journal Articles & Book Chapter 18 Cases: Impact Assessments and beyond
11	**Project preparation** **Group Project Proposal Submission**	
12	**Group Project Proposal Submission**	
13	Tourism Planning Through Artificial Intelligence Tourism Marketing Through Artificial Intelligence	Cases: Smart Communities and Quality of Life Assessment
14	Using AI to Promote Destinations	Cases: Public Sectors that adopted/will adopt more AI
15	Concurrent Tourism Cases The Future Shape	What's Next? What's New? So What?
16	Presentations	

SUCCESS AND STUDY TIPS:

Read all assigned materials before the class. Reach out to the instructor for further advice whenever you feel that you need help. Challenge yourself by advancing your critical thinking, re-searching more concurrent news, and being aware of the trends/needs/wants of the industries, communities, and destinations.

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HFT 4XXX– **Artificial Intelligence Revolutions and Applications in Tourism, Hospitality and Events**
Fall, 2021 [New]

COURSE INFORMATION
Credits   3
Meeting location   FLG 2XX
Meeting times   xxxx
INSTRUCTOR INFORMATION
TBA
Office: 240 Florida Gym
Office hours: Tuesday, 9:30 – 11:00; Thursday, 10:30 – 12:00, or by appointment.

Department Chair	Rachel Fu, Ph.D., CHE Room FLG 240D
	Email: racheljuichifu@ufl.edu

COURSE DESCRIPTION:

50 words for the catalog
A foundational examination of the implications of the artificial intelligence revolution (AI) in the tourism, hospitality, and event industry. Content includes analyses of AI applications in booking, transportation, theme parks, destination and attraction marketing, economic, social, cultural, and environmental impacts, as well as motivators to travel.

COURSE DESCRIPTION:
The goal of this course is to provide a foundation for understanding the emergent perspectives on the linkages between technology, marketing, analytics, and the design of tourism places associated with Artificial Intelligence (AI) and Big Data revolutions. The course presents key components of the transformational changes in relationships among the new technology, traveler behavior, and the travel industry. The critical analysis of tourism systems is particularly focused on creating sustainable, safe, and healthy environments using the latest developments in AI and Data Science. The course encourages students to consider the future of tourism and how the new smart technologies are reshaping it.

PREREQUISITES: Junior or senior standing

READING MATERIALS:
This class will use both assigned text books and journal articles posted on Canvas. Please consult the course calendar for weekly reading topics.

Required Book:
- Artificial Intelligence: A Modern Approach Year: 2015 (3rd edition) Authors: Stuart J. Russell & Peter Norvig

Journal articles from the following sources will be used:
- ✓ Harvard Business Review
- ✓ MIT Technology Review

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- ✓ Cornell Hospitality Quarterly
- ✓ Science Robotics Journal
- ✓ Foundations and Trends in Machine Learning

COURSE FORMAT:

Class teaching modality (face-to-face, online, or hyflex) will be determined based on the epidemiological situation and the UF guidelines. Normally, the class will meet two times a week for live lecture for the first four weeks followed by watching lecture videos online and then meet in the classroom for active learning for the rest of the semester. There will be combinations of the above weeks per the instructor's assessment towards students' progress throughout the semester. The course will include a combination of lectures, discussions, activities, case studies, and exams. Active participation is essential to the nature of this course.

COURSE LEARNING OBJECTIVES:

Upon completion of this course students will be able to:

- Define artificial intelligence and describe how its applications are used in travel, tourism, hospitality, and event industries, including booking, transportation, destinations, attractions, theme parks, lodging, resorts, restaurant, and many other components.
- Describe the history and development of the revolutions in AI.
- Describe how AI helps tourists prior to and during their travel.
- Evaluate the contributions of AI adoptions in international tourism.
- Apply learned literature, methods, and skills in research contexts.
- Identify major AI forces that are shaping the future of the tourism, hospitality, and event industries.

COURSE AND UNIVERSITY POLICIES:

ATTENDANCE AND CLASS PARTICIPATION POLICY: Student's attendance and participations will be graded as 10% of their final grade. Please see the grading rubric listed in the GRADING section of this syllabus.

PERSONAL CONDUCT POLICY: Students are expected to exhibit behaviors that reflect highly upon themselves and our University. UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor or teaching Assistant in this class.

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- University Police Department, 392-1111 (or 9-1-1 for emergencies) http://www.police.ufl.edu/

Academic Resources
- E-learning technical support, 352-392-4357 (select opti on 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. https://career.ufl.edu/
- Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/
- Student Complaints On-Campus: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/ On-Line Students Complaints: http://distance.ufl.edu/student-complaint-process/

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Good	8 pts	Defines, describes, and illustrates concepts Explains, assesses and criticizes ides Evidence of reading assignments, but not fully prepared
Reasonable	6 pts	Defines, describes, and illustrates concepts Explains, assesses, or criticize some ideas Evidence of incomplete reading of assignments and preparation
Basic	4 pts	Defines and describes some concepts Explains but cannot assess and criticize ideas Clearly unprepared and lacking evidence of reading assignments

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		Defines and describes some concepts
Bare Minimum	2 pts	Unable to explain, assess, or criticize ideas
		Clearly unprepared and lacking evidence of reading assignments
Unacceptable	0 pt	Refuses to engage in discussion or answer questions when asked
		Engaged into inappropriate behaviors (using cell phone, social media, visiting irrelevant websites)
		Not present

Exams

Two exams will be held: One at mid-term and the other during the final exam day. The exams will cover the issues discussed in the assigned readings and in class.

Essays

Three 500 word essays will be written addressing various topics discussed in class. Topics will be assigned throughout the semester. In these essays, students are asked to write **500 words** (typewritten, single space, 1-inch margin on all sides, Times New Roman, size 12) discussing the assigned essay topic. Each essay should **include direct reference** to information obtained from class discussions, readings provided in the course, as well as other materials obtained outside of normal class operation. Each essay should summarize these materials and include a personal assessment by the student regarding its "impact – role – relationship" within the tourism system.

Artificial Intelligence Applications

The AI Applications **group project** includes (1) 10-12 page double-spaced paper and (2) a class presentation. Undergraduates will be working with other undergraduate class members**.**

Paper Guidelines

An initial 1-2 page proposal will be submitted by each student group. The proposal will outline AI applications and specific business sector chosen by the students and describe how AI works with the needs and wants of visitors during the process of (1) destination selection; (2) transportation; and (3) activities at the destinations, such as visiting attractions, theme parks, staying at resorts and lodging, restaurant experiences, and participation in events. Once the proposal is approved by the instructor, the undergraduate student group will develop their ideas into a class presentation and a final paper. Both the presentation **and the 10-12 page** paper should include the following sections: (1) study problem statement, (2) current AI development, and (3) potential future applications and expansions, 4. References. The paper may include the following elements:

1. Discussion of variability in needs across populations [X, Y, Z…Generations], types of tourism, hospitality businesses, or events;
2. An analysis of possible applications of artificial intelligence and data science in the selected THEM context;
3. Implications to strategic management of THEM businesses/environments, including an analysis of strengths, weaknesses, opportunities, and threats;
4. Critical analysis of how artificial intelligence may enhance return on investment (ROI), increase

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the quality of life, affect local communities, and other larger implications of new technologies.

Presentation Guidelines: During the last class (or last 2 classes depending on the number of students enrolled) **each student group will present a 20 minute** presentation communicating the main points from their paper. **Each group should use PowerPoint or a similar program**. Please organize your presentation according to the sections included in your paper ie: (1) study problem statement, (2) current AI development, and (3) potential future applications and expansions. Please make sure that each student in your group speaks. Please also encourage questions and discussion from your classmates.

Group Contract for Group Project

By the third Friday of the semester, students will assigned project groups by the instructor.   You will need to meet with your group and discuss, draft and sign the group contract. A copy of this contract can be found on Canvas.

Instructions: Please create a Google Doc drive for your group project. Please upload a copy of this form and as a group answer the following questions that involve making decisions about your group project. When you have all come to an agreement and have signed this contract, please upload it in Canvas by the third Friday of the semester.
When you begin work on your group assignment, please revisit your contract. If you encounter difficulties working as a group, refer to the expectations you agreed upon and if you feel that group members are not living up to these expectations then please talk to them. I am always available as well to discuss such matters.

GRADING EXPECTATIONS FOR ESSAYS AND ARTIFICIAL INTELLIGENCE IN THEM PROJECT PAPER:
90-100%: Excellent. Excellent, scholarly, and advanced college-level work that exceeds requirements. Original, insightful ideas, in-depth discussion. Well organized and structured. Very good grammar, careful formatting.
80-89.99%: Good. Good college-level work that meets requirements. Original, well organized. Good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
70-79.99%: Satisfactory. Average work. Assignment is not thought through and/or presentation is not cohesive. Improvement is needed on depth, originality of thought, structure, and presentation.
60-69.99%: Marginal. Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
0-59.99%: Failure. Assignment does not meet the requirements/criteria, is not submitted, or incomplete.

GRADING EXPECTATIONS FOR ARTIFICIAL INTELLIGENCE IN THEM CLASS PRESENTATION
Your presentation will be assessed using the following criteria:

1. **Creativity:** Overall creativity and innovation of the proposed solution.
2. **Content:** Quality and depth of understanding of AI and Data Science applications in THEM context. Clear, concise, and well-structured discussion of proposed solution in terms of

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experiences supported, expected outcomes, and larger implications of technologies in human environment.
3. **Overall Impression:** Quality of presentation in terms of appearance, pace of delivery, visual appeal, and time management.

GENERAL CLASS RULES

- Students should be prepared for each day's class period. You should read the material to be covered each day before you come to class and be ready to answer and ask questions pertaining to the material.
- You will be always asked to support and defend the statements and answers you offer in class and in your report. "Sweeping Generalizations" are never accepted in this course.
- If you miss a class, it is your responsibility to obtain information from other students. Do not expect the instructor to be at your disposal and provide you with the missed information.
- Stay in the same seats through the semester. This will assist us in getting to know you faster.
- If you are marked absent more than three times you will suffer the loss of one full letter grade, which means that if your final grade is B- it will be adjusted to a C-.
- The lectures will complement the text and will not attempt to cover all points raised in the readings.
- Regular and punctual attendance is a necessary but not a sufficient criterion for class participation credit.
- The Instructor reserves the right to make changes in the class schedule to meet the learning needs of the class. These will be communicated in a timely manner in announcements posted on Canvas as well as orally in class. Please read all announcements and pay attention to any changes.

CLASSROOM BEHAVIOR

- This course requires professional and respectful classroom behavior. Please refrain from engaging in the following activities (including but not limited to): cell phone usage, reading non-class materials such as newspapers, chatting and sleeping. Serious violators will be dismissed from that class meeting.
- If you are late to class or need to leave early please provide an explanation to the instructor.
- Mobile phones must be off during the entire duration of each class meeting.
- No food is allowed in class.
- Please include a greeting and sign all emails when you are contacting your instructor.

WEEKLY COURSE SCHEDULE:

Week	Class Activities	Readings and Cases
1	**Introduction to the class and the syllabus.** General discussion on career Opportunities in Artificial Intelligence (AI) and Data Science in	Assigned Journal Articles & Book Chapters 1-2 Cases: AI History in the US

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	general and in tourism, hospitality & event industries	
2	What is AI revolution? Reviews of history and historical cases and examples across cultures and populations Understanding Travel Behavior through AI	Assigned Journal Articles & Book Chapters 3-4 Cases: AI vs. Customer & Visitor Experiences
3	AI in Tourism, Hospitality, and Event Research Introduction: Types of AI, Machine Learning, and Data Sciences	Assigned Journal Articles & Book Chapters 5-6 Cases: The First Robots in Lodging
4	More about types of AI, Machine Learning, and Data Sciences. AI in Customer/Visitor Services, businesses, and governments	Assigned Journal Articles & Book Chapters 7-8 Cases: Machine Learning in Lodging and Restaurant Sectors
5	World/National Organizations and Corporations that focus on AI Applications	Assigned Journal Articles & Book Chapters 9-10 Cases: Machine Learning & Big Data in Global Cases
6	Regional/City Organizations and corporations that focus on AI Applications	Assigned Journal Articles & Book Chapters 11-12 Cases: Companies, cities, and event avenues that Adopt AI and Implement Big Data for Customers
7	AI/Data Science in Film Tourism AI/Data Science in Festival/Event Tourism AI/Data Science in Medical Tourism AI/Data Science in Game Tourism AI/Data Science in Space Tourism and the future	Assigned Journal Articles & Book Chapters 13-14 Cases: Travel and Tourism Systems that utilize AI and Implement Big Data for locals and visitors
8	AI in International Tourism	Assigned Journal Articles & Book Chapter 15 Cases: Smart Airports and Transportation Systems in the world
9	Impacts of AI Through the Lenses of Components Supply and Demand	Assigned Journal Articles & Book Chapters 16-17 Cases: Germany vs. Japan
10	AI's Economic Impacts Artificial Intelligence vs. Environment and Societies	Assigned Journal Articles & Book Chapter 18 Cases: Impact Assessments and beyond
11	**Project preparation** **Group Project Proposal Submission**	
12	**Group Project Proposal Submission**	

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13	Tourism Planning Through Artificial Intelligence Tourism Marketing Through Artificial Intelligence	Cases: Smart Communities and Quality of Life Assessment
14	Using AI to Promote Destinations	Cases: Public Sectors that adopted/will adopt more AI
15	Concurrent Tourism Cases The Future Shape	What's Next? What's New? So What?
16	Presentations	

SUCCESS AND STUDY TIPS:

Read all assigned materials before the class. Reach out to the instructor for further advice whenever you feel that you need help. Challenge yourself by advancing your critical thinking, re-searching more concurrent news, and being aware of the trends/needs/wants of the industries, communities, and destinations.

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HFT 6XXX– **Artificial Intelligence Revolutions and Applications in Tourism, Hospitality and Events**
Fall, 2021 [New]

COURSE INFORMATION
Credits   3
Meeting location   FLG 2XX
Meeting times   xxxx
INSTRUCTOR INFORMATION
TBA

Department Chair   Rachel Fu, Ph.D., CHE

Office: 240 Florida Gym
Office hours: Tuesday, 9:30 – 11:00; Thursday, 10:30 – 12:00, or by appointment.

COURSE DESCRIPTION:

50 words for the catalog
A foundational examination of the implications of the artificial intelligence revolution (AI) in the tourism, hospitality, and event industry. Content includes analyses of AI applications in booking, transportation, theme parks, destination and attraction marketing, economic, social, cultural, and environmental impacts, as well as motivators to travel.

COURSE DESCRIPTION:
The goal of this course is to provide a foundation for understanding the emergent perspectives on the linkages between technology, marketing, analytics, and the design of tourism places associated with Artificial Intelligence (AI) and Big Data revolutions. The course presents key components of the transformational changes in relationships among the new technology, traveler behavior, and the travel industry. The critical analysis of tourism systems is particularly focused on creating sustainable, safe, and healthy environments using the latest developments in AI and Data Science. The course encourages students to consider the future of tourism and how the new smart technologies are reshaping it.

PREREQUISITES: Earned BA or BS degree

READING MATERIALS:
Reading materials are provided on Canvas and will be made available the week before the assigned reading date.

Journal articles from:
- ✓ Harvard Business Review
- ✓ MIT Technology Review
- ✓ Cornell Hospitality Quarterly
- ✓ Science Robotics Journal
- ✓ Foundations and Trends in Machine Learning

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Books:

- **Artificial Intelligence: A Modern Approach Year: 2015 (3rd edition) Authors: Stuart J. Russell & Peter Norvig**
- **Applied Artificial Intelligence: A Handbook For Business Leaders Year: 2017 Authors: Adelyn Zhou, Mariya Yao and Marlene Jia**
- **Artificial Intelligence: 101 Things You Must Know Today About Our Future Year: 2018 Author: Lasse Rouhiainen**

COURSE FORMAT:

Class teaching modality (face-to-face, online, or hyflex) will be determined based on the epidemiological situation and the UF guidelines. Normally, the class will meet two times a week for live lecture for the first four weeks followed by watching lecture videos online and then meet in the classroom for active learning for the rest of the semester. There will be combinations of the above weeks per the instructor's assessment towards students' progress throughout the semester. The course will include a combination of lectures, discussions, activities, case studies, and exams. Active participation is essential to the nature of this course.

COURSE LEARNING OBJECTIVES:
Upon completion of this course students will be able to:
- Define artificial intelligence and describe how its applications are used in travel, tourism, hospitality, and event industries, including booking, transportation, destinations, attractions, theme parks, lodging, resorts, restaurant, and many other components.
- Describe the history and development of the revolutions in AI.
- Describe how AI helps tourists prior to and during their travel.
- Evaluate the contributions of AI adoptions in international tourism.
- Apply learned literature, methods, and skills in research contexts.
- Identify major AI forces that are shaping the future of the tourism, hospitality, and event industries.

COURSE AND UNIVERSITY POLICIES:

ATTENDANCE AND CLASS PARTICIPATION POLICY: Student's attendance and participations will be graded as 10% of their final grade. Please see the grading rubric listed in the GRADING section of this syllabus.

PERSONAL CONDUCT POLICY: Students are expected to exhibit behaviors that reflect highly upon themselves and our University. UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies behaviors that are in violation of this code and the possible sanctions.

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Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor or teaching Assistant in this class.

MAKE-UP POLICIES FOR MISSED ASSIGNMENTS: A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (https://care.dso.ufl.edu/instructor-notifications/). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

ACCOMMODATING STUDENTS WITH DISABILITIES: Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at https://disability.ufl.edu/students/get-started/. It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.

COURSE EVALUATIONS: Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

COVID-RELATED INFORMATION:
- We will have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.
- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms (Click here for guidance from the CDC on symptoms of coronavirus), please use the UF Health screening system and follow the instructions on

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whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).

- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies](#).

PRIVACY: For online portion of this course with recorded materials:
Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

GETTING HELP:

Health and Wellness
- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575
- Counseling and Wellness Center: https://counseling.ufl.edu/, 352-392-1575
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161
- University Police Department, 392-1111 (or 9-1-1 for emergencies) http://www.police.ufl.edu/

Academic Resources
- E-learning technical support, 352-392-4357 (select opti on 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. https://career.ufl.edu/
- Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/
- Student Complaints On-Campus: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/ On-Line Students Complaints: http://distance.ufl.edu/student-complaint-process/

GRADING:

Make-up assignments will be considered at the instructor's discretion and only when arrangements have been made prior to the scheduled event. For emergencies, health-related issues, or religious observances, the instructor follows the UF policies specified here:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

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Student can earn 100 points (100%) in this class:

Individual Effort (55 points or 55%)	Class attendance and participation	10
	Essays (3 @ 5 pts)	15
	Midterm exam	15
	Final exam	15
	TOTAL POINTS	**55**
Group Effort: Artificial Intelligence in	Project proposal	10
THEM Project (45 points or 45%)	Final draft	25
	Project presentation	10
	TOTAL POINTS	**45**
	GRAND TOTAL POINTS	**100**

It will take one week to 10 days to get grades posted for each assignment. Please contact your instructor in one week after your grade is posted when you feel there is an error in grading. **Your grade will not be rounded.** More detailed information regarding current UF grading policies can be found here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/.” Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.

GRADING SCALE AND GPA POINTS:

A- = 90.00-92.99% (3.67)	A = 93.00-100% (4.0)		
B- = 80.00-82.99% (2.67)	B = 83.00-86.99% (3.0)	B+ = 87.00-89.99% (3.33)	
C- = 70.00-72.99% (1.67)	C = 73.00-76.99% (2.0)	C+ = 77.00-79.99% (2.33)	
D- = 60.00-62.99% (0.67)	D = 63.00-66.99% (1.0)	D+ = 67.00-69.99% (1.33)	E = 59.99% or lower (0.0). This is the failing grade.

ASSIGNMENTS:

All assignments must be typed. Points will be deducted for spelling, syntax, and grammatical errors. All referencing must be done correctly and accurately.

Class attendance and participation

Active Participation: Students are expected to actively participate in class discussion and **show evidence in their contributions that they have done the weekly readings** (cite facts, author's names, concepts found in the readings as you speak). **Students are expected to ask at least one question or contribute at least once to class discussion each week.**

Attendance: Students missing more than three class meetings will have their final grade reduced by one whole letter grade. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

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		Defines, describes, and illustrates concepts
Excellent	10 pts	Explains, assesses and criticizes ideas
		Demonstrates preparation and reading of assignments
Good	8 pts	Defines, describes, and illustrates concepts
		Explains, assesses and criticizes ides
		Evidence of reading assignments, but not fully prepared
Reasonable	6 pts	Defines, describes, and illustrates concepts
		Explains, assesses, or criticize some ideas
		Evidence of incomplete reading of assignments and preparation
Basic	4 pts	Defines and describes some concepts
		Explains but cannot assess and criticize ideas
		Clearly unprepared and lacking evidence of reading assignments
Bare Minimum	2 pts	Defines and describes some concepts
		Unable to explain, assess, or criticize ideas
		Clearly unprepared and lacking evidence of reading assignments
Unacceptable	0 pt	Refuses to engage in discussion or answer questions when asked
		Engaged into inappropriate behaviors (using cell phone, social media, visiting irrelevant websites)
		Not present

Exams
Two exams will be held: One at mid-term and the other during the final exam day. The exams will cover the issues discussed in the assigned readings and in class.

Essays
Three essays will be written covering various topics discussed in class. Topics will be assigned throughout the semester. In these essays, students are asked to write 3-4 pages (typewritten, single space, 1-inch margin on all sides, Times New Roman, size 12) discussing the topic related to a specific aspect of AI applications in tourism, hospitality, and event industry. Each essay is expected to include information obtained from class discussions, readings provided in the course, as well as other materials obtained outside of normal class operation. Each essay should summarize these materials and include a personal assessment by the student regarding its "impact – role – relationship" within the tourism system.

Artificial Intelligence Applications in THEM Project
The AI Applications project includes written paper and class presentation. First, a proposal is submitted by each student group. It describes the proposed project in terms of the needs and wants of visitors during the process of (1) destination selection; (2) transportation; and (3) activities at the destinations, such as visiting attractions, theme parks, staying at resorts and lodging, restaurant experiences, and participation in events. Approved proposal will be developed into the final draft of the paper. Students select a business sector according to their interests, present their study problem statement, current AI development, and potential future applications and expansions in a paper of approximately 15 – 20 pages, double spaced. The paper may include the following elements:

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1. Discussion of variability in needs across populations [X, Y, Z…Generations], types of tourism, hospitality businesses, or events;
2. An analysis of possible applications of artificial intelligence and data science in the selected THEM context;
3. Implications to strategic management of THEM businesses/environments, including an analysis of strengths, weaknesses, opportunities, and threats;
4. Critical analysis of how artificial intelligence may enhance return on investment (ROI), increase the quality of life, affect local communities, and other larger implications of new technologies.

Students will be asked to present the project in class orally using PowerPoint or similar program.

GRADING EXPECTATIONS FOR ESSAYS AND ATRIFICIAL INTELLIGENCE IN THEM PROJECT PAPER:

90-100%: Excellent. Excellent, scholarly, and advanced college-level work that exceeds requirements. Original, insightful ideas, in-depth discussion. Well organized and structured. Very good grammar, careful formatting.
80-89.99%: Good. Good college-level work that meets requirements. Original, well organized. Good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
70-79.99%: Satisfactory. Average work. Assignment is not thought through and/or presentation is not cohesive. Improvement is needed on depth, originality of thought, structure, and presentation.
60-69.99%: Marginal. Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
0-59.99%: Failure. Assignment does not meet the requirements/criteria, is not submitted, or incomplete.

GRADING EXPECTATIONS FOR ARTIFICIAL INTELLIGENCE IN THEM CLASS PRESENTATION

Your presentation will be assessed using the following criteria:

1. **Creativity:** Overall creativity and innovation of the proposed solution.
2. **Content:** Quality and depth of understanding of AI and Data Science applications in THEM context. Clear, concise, and well-structured discussion of proposed solution in terms of experiences supported, expected outcomes, and larger implications of technologies in human environment.
3. **Overall Impression:** Quality of presentation in terms of appearance, pace of delivery, visual appeal, and time management.

GENERAL RULES

- Students should be prepared for each day's lesson. You should read the material to be covered each day before you come to class and be ready to answer and ask questions pertaining to the material.
- You will be always asked to support and defend the statements and answers you offer in class and in your report. "Sweeping Generalizations" are never accepted in this course.
- If you miss a class, it is your responsibility to obtain information from other students. Do not expect the instructor to be at your disposal and provide you with the missed information.

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- Stay in the same seats through the semester. This will assist us in getting to know you faster.
- If you are marked absent more than three times you will suffer the loss of one full letter grade, which means that if your final grade is B- it will be adjusted to a C-.
- The lectures will complement the text and will not attempt to cover all points raised in the readings.
- Regular and punctual attendance is a necessary but not a sufficient criterion for class participation credit.
- The attached course outline is likely to change during the course of the term to reflect learning trends and needs in this course. It is your responsibility to follow class announcements.

CLASSROOM BEHAVIOR

- This course requires professional and respectful classroom behavior. Students engaging in the following activities (including but not limited to): cell phone usage, reading non-class materials such as newspapers, chatting and sleeping will be dismissed from that class meeting.
- Late arrivals and early departures are not tolerated. It is inappropriate and disrespectful to walk in and out of class during class, so please refrain from this behavior.
- Mobile phones must be off during the entire duration of each class meeting.
- No food is allowed in class.

Email use does not relieve students of the responsibility of confirming the communication with the instructor. Always sign your email—do not make the recipient guess who sent it.

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Week	Class Activities	Readings and Cases
1	Career Opportunities in Artificial Intelligence (AI) and Data Science in general and in tourism, hospitality & event industries	Assigned Journal Articles & Book Chapters 1-2 Cases: AI History in the US
2	What is AI revolution? Reviews of history and historical cases and examples across cultures and populations Understanding Travel Behavior through AI	Assigned Journal Articles & Book Chapters 3-4 Cases: AI vs. Customer & Visitor Experiences
3	AI in Tourism, Hospitality, and Event Research Introduction: Types of AI, Machine Learning, and Data Sciences	Assigned Journal Articles & Book Chapters 5-6 Cases: The First Robots in Lodging
4	More about types of AI, Machine Learning, and Data Sciences. AI in Customer/Visitor Services, businesses, and governments	Assigned Journal Articles & Book Chapters 7-8 Cases: Machine Learning in Lodging and Restaurant Sectors
5	World/National Organizations and Corporations that focus on AI Applications	Assigned Journal Articles & Book Chapters 9-10 Cases: Machine Learning & Big Data in Global Cases
6	Regional/City Organizations and corporations that focus on AI Applications	Assigned Journal Articles & Book Chapters 11-12 Cases: Companies, cities, and event avenues that Adopt AI and Implement Big Data for Customers
7	AI/Data Science in Film Tourism AI/Data Science in Festival/Event Tourism AI/Data Science in Medical Tourism AI/Data Science in Game Tourism AI/Data Science in Space Tourism and the future	Assigned Journal Articles & Book Chapters 13-14 Cases: Travel and Tourism Systems that utilize AI and Implement Big Data for locals and visitors
8	**Test 1** AI in International Tourism	Assigned Journal Articles & Book Chapter 15 Cases: Smart Airports and Transportation Systems in the world
9	Impacts of AI Through the Lenses of Components Supply and Demand	Assigned Journal Articles & Book Chapters 16-17 Cases: Germany vs. Japan
10	AI's Economic Impacts Artificial Intelligence vs. Environment and Societies	Assigned Journal Articles & Book Chapter 18 Cases: Impact Assessments and beyond
11	**Project preparation and Speakers**	**TBA**

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12	**Project I Submission** ABOUT your AI YouTube Video	
13	Tourism Planning Through Artificial Intelligence Tourism Marketing Through Artificial Intelligence	Cases: Smart Communities and Quality of Life Assessment
14	**Test 2** Using AI to Promote Destinations	Cases: Public Sectors that adopted/will adopt more AI
15	Concurrent Tourism Cases	What's Next? What's New? So What?
16	The Future Shape	

The course calendar may change due to field trips, class projects, guest speakers, and/or unforeseen circumstances. The instructor reserves the right to revise this syllabus when, in her judgment, such revisions will benefit the achievement of course objectives.
GUEST SPEAKERS: *Required* class attendances.

SUCCESS AND STUDY TIPS:

Read all assigned materials before the class. Reach out to the instructor for further advice whenever you feel that you need help. Challenge yourself by advancing your critical thinking, re-searching more concurrent news, and being aware of the trends/needs/wants of the industries, communities, and destinations.

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