

Cover Sheet: Request 15323

Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate

Info

Process	Certificate New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Rachel Fu racheljuichifu@ufl.edu
Created	10/6/2020 12:09:30 AM
Updated	4/23/2021 4:33:34 PM
Description of request	This certificate trains students in the applications of artificial intelligence & data analytics in the tourism, hospitality and event industries. Students will learn about AI trends, analytic skills, machine learning concepts, technology applications, and issues in the industries. They will also have the opportunity to gain specialized knowledge and practices in areas such as spatial analyses, data mining and social data, smart tourism design in cities, attractions and theme parks.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Tourism, Hospitality, & Event Management 012609000	Rachel Fu		10/6/2020
No document changes					
College	Approved	HHP - College of Health and Human Performance	Christopher Janelle		2/19/2021
THEM-AI-Certificate-Undergraduate-form-02-01-2021.docx Expert Support.docx					2/17/2021 2/17/2021
Office of Institutional Planning and Research	Approved	PV - Office of Institutional Planning and Research	Cathy Lebo		4/15/2021
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		4/23/2021
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			4/23/2021
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					

Step	Status	Group	User	Comment	Updated
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

Certificate|New for request 15323

Info

Request: Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate

Description of request: This certificate trains students in the applications of artificial intelligence & data analytics in the tourism, hospitality and event industries. Students will learn about AI trends, analytic skills, machine learning concepts, technology applications, and issues in the industries. They will also have the opportunity to gain specialized knowledge and practices in areas such as spatial analyses, data mining and social data, smart tourism design in cities, attractions and theme parks.

Submitter: Rachel Fu racheljuichifu@ufl.edu

Created: 2/19/2021 10:31:40 AM

Form version: 6

Responses

Certificate Name

Enter the name of the certificate. Example: Urban Pest Management.

Response:

Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate

Transcript Title

Enter the transcript title of the certificate. This is limited to 50 characters, including spaces.

Response:

Artificial Intelligence in THEM

Credits

Enter the total number of credit hours needed to complete the certificate program.

Response:

9

Level

Enter the program level of the certificate.

Response:

Baccalaureate

CIP Code

Enter the six digit Classification of Instructional Programs (CIP) code for the degree program associated with the proposed certificate. The code has the numerical format XX.XXXX. Contact the [Office of Institutional Planning and Research](#) (OIPR) to verify the CIP code for the existing degree program.

Response:

31.0301

Degree Program

Enter the degree program associated with the CIP code entered above (e.g. Accounting).

Response:

Tourism, Hospitality and Event Management

Effective Term

Enter the term (semester and year) that the certificate would start. Please keep in mind that this may be adjusted depending on University deadlines for approval process.

Response:

Earliest Available

Effective Year

Response:

Earliest Available

Certificate Description

Enter a description of the certificate. This is limited to 50 words or fewer.

Response:

This certificate trains students in the applications of artificial intelligence & data analytics in the tourism, hospitality and event management. Students will have the opportunity to gain specialized knowledge and practice in areas such as artificial intelligence trends, analytic skills, machine learning concepts, technology applications, opportunities, and challenges in industries.

Requirements for Admission

List any requirements for admission to this new certificate program such as grade point average, background in the discipline, current enrollment status, etc.. Please indicate if the certificate only accepts students of a particular status: for example, current UF graduate students, graduate students in a specific college, non-degree seeking students, or any student status.

Response:

Current UF undergraduates. 2.0 GPA. Open to students in any major.

Requirements for Completion

List all of requirements for completion of the certificate program, such as courses, internships, projects, etc. For each course, indicate prefix, number, title, # credits, and established grading scheme (letter grade or S/U). The title should be identical to the official title of the course as listed in the [Graduate](http://gradcatalog.ufl.edu/) catalog.

Response:

Requirements for Completion These are the courses needed for completion of the certificate. All the courses are graded according to letter grade.

REQUIRED CORE COURSES

Code Title Credits

[1] HFT 4XXX Artificial Intelligence Revolutions and Applications in Tourism, Hospitality and Events 3

[2] HFT 4XXX Smart Cities, Attractions, and Theme Parks 3

[3] Select one Elective from the following course List 3

LEI 4905 Data Mining with Social Data 3
HFT 4XXX GIS and Spatial Analysis for Tourism and Social Data

3

Total Credits 9

Artificial Intelligence & Data Analytics in Tourism, Hospitality and Event Management Certificate

Rationale and Place in Curriculum

Describe the rationale for offering this new certificate and having it on the transcript, its place in the curriculum, how it will enhance the quality of the existing program or department. Also describe its overlap with any existing certificates and programs, and a justification for any such overlap. Note that documentation of consultation will be expected for any certificate with overlapping content.

Response:

The Artificial Intelligence and Data Analytics certificate program is for students interested in acquiring cutting edge knowledge, critical thinking skills, creativity, and will position those earning a certificate to be more marketable and qualified for the needs of the future workforce. Required courses in artificial intelligence and data analytics will provide students with the necessary skills to conceptualize and forecast AI issues and trends, providing an intellectual foundation for the analysis of applied and future opportunities and challenges.

Student Learning Outcomes

List each student learning outcome with its associated courses, assessment type (e.g. course-related exam/assignment/grade, final paper/project/presentation, standardized exam, capstone) and method (e.g. rubric, faculty committee, single faculty member).

Response:

Student Learning Outcomes Certificate:

SLO 1. Compare and contrast major theoretical approaches, industries, opportunities, and issues in both artificial intelligence and data analytics. Assessed through coursework in AI Revolution and Applications in Tourism, Hospitality & Event Management and Smart Cities, Attractions & Theme Parks (requirements 1-2: AI Revolution and Applications in Tourism, Hospitality & Event Management and Smart Cities, Attractions & Theme Parks).

SLO 2. Apply tools of data analytics such as Data Mining with Social Data or Spatial Analyses to conceptualize and predict trends and movements in the travel and tourism system. Analyze the theoretical and practical dimensions between traveler behaviors and industries, evaluate various major global AI's forces. Assessed through coursework in Smart Cities, Attractions, & Theme Parks and one of the two listed courses (requirement 3: Data Mining with Social Data or Spatial Analyses for Tourism with Social Data).

SLO 3. Apply concepts to explain current and future opportunities and challenges in travel and tourism and related businesses such as lodging and resorts, food safety and restaurant management, transportation systems, and tourism-based community studies, various approaches to analyzing and addressing these issues through AI. Assessed through all listed coursework (requirements 1-3).

From:Dr. Hsing K. Cheng <kenny.cheng@warrington.ufl.edu>
Sent:Tuesday, February 9, 2021 1:29 PM
To:Fu,Rachel J.C. <racheljuichifu@ufl.edu>
Subject:RE: Expert support across UF campus - AI courses and certificate

Hi Rachel,

These are very timely and relevant courses and certificate for THEM. I fully support this initiative.

Sincerely,
Hsing Kenneth Cheng, Ph.D.
John B. Higdon Eminent Scholar and Department Chair
Department of Information Systems & Operations Management
Warrington College of Business
University of Florida
Gainesville, FL 32611-7169, U.S.A.
e-mail:hkcheng@ufl.edu
Phone: +1-352-392-7068; Fax: +1-352-392-5438

From:Fu,Rachel J.C. <racheljuichifu@ufl.edu>
Sent:Sunday, February 7, 2021 9:53 AM
To:Dr. Hsing K. Cheng <kenny.cheng@warrington.ufl.edu>
Subject:Expert support across UF campus - AI courses and certificate

Good morning, Dr. Cheng.

Please review the attached re: THEM's AI/Data Analytics Certificate Programs [Graduate and Undergraduate Programs]. Thank you so much for your expert opinion and support in advance.

Go Gators,
Rachel

Rachel J.C. Fu, PHD, CHE

Chair and Professor

Department of Tourism, Hospitality and Event Management

<http://hhp.ufl.edu/about/departments/them/>

Director of the Eric Friedheim Tourism Institute (EFTI)

<https://www.uftourism.org/about>

College of Health and Human Performance

The University of Florida

Office (direct line): 352-294-1694

REQUIRED COURSES

Code	Title	Credits
HFT 6###	Artificial Intelligence Revolutions and Applications in Tourism, Hospitality and Events	3
HMG 6740	Smart Cities, Attractions, and Theme Parks	3
Select one elective from the following course List		3
HMG 6583c	Data Mining with Social Data	3
HMG6448	GIS and Spatial Analysis for Tourism and Social Data	3
Total Credits		9

Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate

REQUIRED COURSES

Code	Title	Credits
HFT 4XXX	Artificial Intelligence Revolutions and Applications in Tourism, Hospitality and Events	3
HFT 4XXX	Smart Cities, Attractions, and Theme Parks	3

Code	Title	Credits
Select one elective from the following course List		3
LEI 4905	Data Mining with Social Data	3
HFT 4XXX	GIS and Spatial Analysis for Tourism and Social Data	3
Total Credits		9

[Artificial Intelligence & Data Analytics in Tourism, Hospitality and Event Management Certificate](#)

TOURISM, HOSPITALITY AND EVENT MANAGEMENT

ARTIFICIAL INTELLIGENCE AND DATA ANALYTICS IN TOURISM, HOSPITALITY AND EVENT MANAGEMENT CERTIFICATE

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- [Undergraduate Catalog](#)
- [Colleges and Schools](#)
- [Health and Human Performance, College of](#)
- AI & Data Analytics in THEM Certificate

This certificate trains students in the applications of artificial intelligence & data analytics in the tourism, hospitality and event management. Students will have the opportunity to gain specialized knowledge and practice in areas such as artificial intelligence trends, analytic skills, machine learning concepts, technology applications, opportunities, and challenges in industries.

[UNDERGRADUATE CATALOG](#)

- AI & Data Analytics in THEM Certificate

ABOUT THIS PROGRAM

- **College:** [Health and Human Performance](#)
- **Credits:** 9 | Completed with minimum grades of C or better; courses must be taken at UF.
- **Contact:** 352.294.1661 | [240 Florida Gym](#)

Department Information

Current UF undergraduates. 2.0 GPA. Open to students in any major.

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HFT 4XXX	Artificial Intelligence Revolutions and Applications in Tourism, Hospitality and Events	3
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