

HFT 4442/HMG 6440
Artificial Intelligence Revolutions and Applications
in Tourism, Hospitality and Events
(Fall 2025)

COURSE INFORMATION

Credits: 3
Meeting location: Fully Online
Office hours: 7:30am-9am, Wednesday or by request/appointment

COURSE INSTRUCTOR

Nico Rose
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Department Chair

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COURSE DESCRIPTION:

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 (or approval)

READING MATERIALS:

This class will use both assigned textbooks and peer-reviewed articles posted on Canvas. Please consult the course calendar for weekly reading topics.

Required Textbook:

- ✓ Artificial Intelligence, Machine Learning, and Robot Applications in Hospitality Businesses.
Author: Dr. Rachel Fu (ISBN: 979-8-7657-8381-8) First/Second Edition

COURSE FORMAT:

Fully-Online via Canvas

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:

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 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/>.

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 option 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>.

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

- **Perusall/Readings:**
Assigned readings from the textbook and supplemental articles will help you build a solid foundation in AI concepts, industry applications, and current trends. These materials give you the background you'll need to engage in class discussions, complete activities, and connect theory to real-world examples.
- **PlayPosit Lecture Videos:**
Interactive lecture videos bring the content to life with visuals, examples, and embedded questions to keep you engaged. These videos are designed to help you check your understanding as you go and apply what you've learned before moving on.
- **Learning Activities:**
Hands-on activities give you the chance to put concepts into practice. You'll work through real-world scenarios, analyze case studies, and explore AI tools used in tourism, hospitality, and events—building skills you can take straight into your career.
- **Quizzes:**
Short quizzes will help you check your understanding of key concepts from readings, videos, and activities. They're designed as learning tools, giving you timely feedback so you can strengthen your knowledge before moving forward.
- **Final Project:**
Your final project is your chance to bring it all together. You'll apply what you've learned to design a forward-thinking AI solution, strategy, or analysis for a tourism, hospitality, or event context. This capstone assignment challenges you to combine research, creativity, and industry insight—showcasing your ability to think critically and lead in an AI-driven future.

GRADES

Assignment Category	Point Value	Percentage of Grade
Learning Activities	35	35%
Perusall Readings & PlayPosit	25	25%
Quiz	20	20%
Final Project	20	20%

NOTE: If you are a graduate student perusing a thesis track, please reach out to me during the first week of the semester to discuss course grading.

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/>.

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.

COURSE SCHEDULE:

Module	Learning Objectives	Graded Activities
1	At the end of this module, you will be able to... 1. Define artificial intelligence and associated key terminology (Remembering) 2. Summarize major milestones and historical developments in AI (Understanding) 3. Discuss the transformative role of AI within tourism, hospitality, and events (Understanding)	AI in Hospitality Infographic Reflection: AI for Oceans Exploration Module 1 Quiz
2	At the end of this module, you will be able to... 1. Explain fundamental AI concepts including machine learning, deep learning, and NLP (Understanding) 2. Illustrate the process of training and implementing a basic AI model (Applying) 3. Evaluate ethical considerations related to data collection and AI algorithms (Evaluating)	PlayPosit Module 2 Quiz Creating an Image Recognition Model
3	At the end of this module, you will be able to... 1. Identify AI technologies used in market segmentation and customer analytics (Remembering) 2. Develop strategies for personalized, AI-driven marketing campaigns (Creating) 3. Analyze the effectiveness of AI-driven marketing tactics through case studies (Analyzing)	PlayPosit Perusall Reading Digital Marketing Strategy Assignment
4	At the end of this module, you will be able to... 1. Describe how AI supports Mobility as a Service (MaaS) platforms (Understanding) 2. Analyze case studies demonstrating AI's role in transportation optimization and integration (Analyzing)	PlayPosit Module 4 Quiz Mobile App Ideation Assignment

	3. Propose AI-based solutions to enhance travel booking and customer experiences (Creating)	
5	At the end of this module, you will be able to... 1. Identify key AI innovations currently utilized in hotel and resort operations (Remembering) 2. Assess AI's impact on operational efficiency and guest satisfaction in lodging contexts (Evaluating) 3. Design an AI-driven operational improvement plan for a hospitality enterprise (Creating)	PlayPosit Creating a ChatBot Assignment Module 5 Quiz
6	At the end of this module, you will be able to... 1. List major AI and robotic applications commonly used in hospitality management (Remembering) 2. Explain how robotics enhance operational efficiency and guest interactions (Understanding) 3. Develop a proposal for incorporating robotic solutions into a specific hospitality scenario (Creating)	PlayPosit Robot Prototype Assignment Module 6 Quiz
7	At the end of this module, you will be able to... 1. Describe AI applications utilized in restaurant operations, such as inventory management and menu optimization (Understanding) 2. Evaluate the effectiveness of robotics and AI-driven automation in foodservice contexts (Evaluating) 3. Create an innovative AI-based proposal aimed at improving operational performance or guest experiences in F&B operations (Creating)	Feedback Scraping Assignment PlayPosit Perusall Reading
8	At the end of this module, you will be able to... 1. Analyze global case studies of AI integration within tourism and hospitality industries (Analyzing) 2. Critique ethical, legal, and societal challenges associated with widespread AI implementation (Evaluating) 3. Forecast future trends and propose strategic approaches for AI adoption within tourism, hospitality, and events (Creating)	Final Project Course Reflection