Smart Cities, Attractions, and Theme Parks

HFT4746 | UF Online | 3 Credits | Spring 2026

HMG 6740 | M.S. THM | 3 Credits | Spring 2026

Course Info

INSTRUCTOR	**Nico Rose, M.S., CHIA** Office: TIG 231 Office Phone: 352-294-1179 Email: n.rose@ufl.edu Preferred Method of Contact: Email
DEPARTMENT CHAIR	Rachel Fu, Ph.D., Professor FLG 242 Email: racheljuichifu@ufl.edu
OFFICE HOURS	Wednesday: 7:30 AM - 9:30 AM (or by appointment as needed)

COURSE DESCRIPTION

The goal of this course is to provide a foundation for understanding the linkages between technology, marketing, analytics, and the design of tourism places. The course prepares students to think critically about the relationships between technology, traveler behavior, and the travel industry. Further, the course encourages students to think creatively about how to design new functions of the tourism system with a particular focus on sustainable, safe, and healthy environments using latest developments in Artificial Intelligence (AI) and Data Science. The course encourages students to consider the future of tourism and how these new smart technologies will shape it.

Student Learning Outcomes (SLOs):

SLO 1. Compare and contrast major theoretical approaches, opportunities, and issues in both artificial intelligence and data analytics.

SLO 2. Analyze the theoretical and practical cases between traveler behaviors and industries, evaluate various major global AI's forces.

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.

SLO 4. Formulate and develop future AI products and services by applying different data types, research findings, and theoretical concepts to meet the needs of locals [residents] and non-locals [visitors] through business analytics perspectives.

SLO 5. Critique the current academic knowledge in AI applications in tourism, hospitality, and events and suggest future directions for research and theory development.

REQUIRED AND RECOMMENDED MATERIALS
All required materials are included within Canvas free of charge. This includes (1) reading materials (2) LinkedIn Learning access, and (3) Typsy access.

COURSE FORMAT
This course is fully-online via Canvas. There are no live course meetings.

COURSE LEARNING OBJECTIVES:
By the end of this course, students will be able to:
- Describe the linkages among technology, marketing, analytics, and the design of tourism places.
- Discuss design science in tourism.
- Identify and classify the various components of smart tourism cities, attractions, and theme parks.
- Describe, compare, and contrast the range of tools used to measure and design smart destinations and attractions.
- Integrate smart design within concepts of environmental sustainability, personal well-being, and quality of life.
- Explain and demonstrate the usefulness of smart design in supporting touristic experiences.

Course & University Policies

ATTENDANCE POLICY
Students should be regularly logging in to our Canvas page 2-3 times per week. Important course updates will be posted via Canvas announcements. Please adjust Canvas notifications within your Canvas profile to ensure you receive timely updates and information.

PERSONAL CONDUCT POLICY

All students are expected to uphold the Honor Code: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."*
"The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty."

The following pledge will be either required or implied on all work: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment"*

It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

ACADEMIC HONESTY

The plagiarism and other violations of the academic honesty will be punished with 0% grade for the assignment. Additionally, after the second incident the offender will be reported to the head of department and/or graduate school for sequential actions. The UF defines plagiarism in the following way (https://www.dso.ufl.edu/sccr/process/studentconduct-honor-code):
"(a) Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:
1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."

EXAM MAKE-UP POLICY

Follow closely the course logistics with respect to submission of your work. All deadlines posted on Canvas follow the **Eastern Time Zone** time. A minor sickness or a short travel will not be considered an excuse for not returning the assignments and tests. It will be possible to take make-up quizzes or exams missed due to a medical reason (confirmed by a doctor) or an unforeseen family emergency. It is the student's responsibility to provide documentation **as soon as conditions permit** via email to the instructor.

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 & 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-conductcode/ On-Line Students Complaints: http://distance.ufl.edu/student-complaint-process/

Grading

Assignments and Evaluation
The total grade (0-100%) will be a combination of the grades in the following categories:

1. Discussion Boards (3 assignments) - (20%)
2. Quizzes (3 assignments) - (20%)
3. Learning Activities (6 assignments) - (40%)
4. Final Project (1 assignment) - (20%)

The final percentage points are translated into the letter grades as follows:

Grade	% (Grade Point)	Grade	% (Grade Point)	Grade	% (Grade Point)
A	93 - 100 (4.0)	B-	80 - 82.99 (2.67)	D+	67 - 69.99 (1.33)
A-	90 - 92.99 (3.67)	C+	77 - 79.99 (2.33)	D	63 - 66.99 (1.0)
B+	87 - 89.99 (3.33)	C	73 - 76.99 (2.0)	D-	60 - 62.99 (0.67)
B	83 - 86.99 (3.0)	C-	70 - 72.99 (1.67)		

Note: Score below 60 constitutes a failing grade. If you noticed a scoring error in your quiz or homework, please notify the instructor.

<u>Levels of Grading Criteria:</u>

1. **90-100%: Excellent.** Excellent, scholarly, and advanced college-level work. Original, insightful ideas, in-depth discussion. Well organized and structured. Very good grammar, careful formatting.
2. **80-90%: Good.** Good college-level work that well exceeds minimal requirements. Original, well organized. Good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
3. **70-80%: Satisfactory.** Average work. Assignment is not carefully thought through and/or presentation is not cohesive. Improvement is needed on depth, originality of thought, structure, and presentation.
4. **60-70%: Marginal.** Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
5. **Below 60%: Failure.** Assignment is not submitted or incomplete.

Module Course Schedule

The following course outline is ***tentative***. Any changes to this outline will be announced in class and on Canvas. It is the student's responsibility to note the changes.

Module	Dates	Activities Due
Module 1	1/12 – 1/25	Discussion 1, Learning Activity 1
Module 2	1/26 – 2/8	Quiz 1, Learning Activity 2
Module 3	2/9 – 2/22	Discussion 2, Learning Activity 3
Module 4	2/23 – 3/8	Quiz 2, Learning Activity 4
Module 5	3/9 – 3/29 (Spring Break)	Discussion 3, Learning Activity 5
Module 6	3/30 – 4/12	Quiz 3, Learning Activity 6
Module 7	4/13 – 4/22	Final Project