

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

This certificate trains students in the applications of artificial intelligence and data analytics in tourism, hospitality, and event management. Students 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.

About this Program

- **College:** Health and Human Performance (<http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/>)
- **Credits:** 9 | Completed with minimum grades of C or better; courses must be taken at UF.

Certificates must contain at least nine credits of coursework that are unique to that program out of all other certificates and minors.

Department Information

The Department of Tourism, Hospitality and Event Management prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. Website (<http://hhp.ufl.edu/about/departments/them/>)

CONTACT

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Map (<http://campusmap.ufl.edu/#/index/0021>)

Curriculum

- Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate
- Combination Degrees
- Event Management Minor
- Event Management Minor UF Online
- Tourism, Hospitality and Event Management
- Tourism, Hospitality and Event Management UF Online

Requirements

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

Required Courses

Code	Title	Credits
HFT 4442	Artificial Intelligence Revolutions and Applications in Tourism, Hospitality, and Events	3
HFT 4746	Smart Cities, Attractions, and Theme Parks	3
Select one:		3
HFT 4446C	GIS and Spatial Analysis for Tourism and Social Data	
LEI 4930	Data Mining with Social Data	
Total Credits		9
