

<b>Subject Name</b>	Smart Tourism and Big Data Analytics
<b>Subject Code</b>	HTM568
<b>No. of Credits</b>	3 Credits
<b>Total Contact Hours</b>	39 Hours
<b>Prerequisite</b>	None

**Subject Description:**

This course aims to provide a comprehensive and in-depth view into the core concepts of smart tourism, and to discuss practical applications of big data analytics. Students will learn about the factors that shape smart tourism from both consumer and industry perspectives. The section regarding analytics in smart tourism design will equip students with knowledge and tools to develop innovations in smart tourism initiatives. Students will also obtain in-depth insights on the roles of government, industry associations, and technology companies in smart tourism.

**Intended Learning Outcomes:**

*Upon completion of the subject, students will be able to:*

**1. Professional Competence**

- possess and be able to apply the skills, knowledge and abilities relevant to managerial concepts in business analytics
- discuss the basic concepts and principles of smart tourism and big data analytics

**2. Critical Thinkers**

- execute efficient business analytics to solve hospitality and tourism business problems
- follow and acquire the procedures in implementing business analytics
- critically evaluate and review business analytics that create values
- understand and compare a variety of smart tourism and big data analytics

**3. Innovative Problem Solvers**

- apply business analytics to identify smart tourism insights and support better business decision-making

**4. Ethical Leaders**

- understand global and ethical standards in general data protection regulation

**5. Strategic planner for stakeholders**

- analyze and evaluate big data framework for big data strategies.
- communicate and respond to the diversity of stakeholders by means of smart tourism and big data analytics for future planning

**Assessment Weighting:**

Continuous Assessment      100%

**Indicative Content:**

- Smart city and smart tourism
- Core technologies underpinning smart tourism
- Data management / visualization
- Supervised learning analytics: Linear regression & Multiple regression
- Supervised learning analytics: Logistic regression
- Unsupervised learning analytics: classification
- Unsupervised learning analytics: clustering
- Geospatial analytics
- Spatial data visualization 1
- Spatial data visualization 2
- Neural network analysis
- Ethical issues related to big data
- Decision analytics and optimization