M.S. in Artificial Intelligence-Driven Hospitality
University of Florida
Jacksonville Campus

Board of Governors' Staff Analysis

November 2026

Proposed Degree Program

The University of Florida (UF) proposes a new Master of Science in Artificial Intelligence (AI)-Driven Hospitality, an E&G-funded program focused on applying AI, machine learning, and automation across hospitality, tourism, and events industries. The proposed program in CIP 52.0901 would be offered at the Jacksonville campus with an implementation term of spring 2027. The University of Florida projects student enrollment of 20 in Year 1, with a total program cost of $2.2 million, and 150 students in Year 5, with a total program cost of $2.6 million.

The program is unique from other master's degree programs in the same CIP because of its focus on AI in the curriculum. The program integrates artificial intelligence, corporate strategy, and leadership development components. Examples of required courses include AI Revolution and Applications in Tourism, Hospitality, and Event Management; Hospitality Big Data and Machine Learning; and AI-Driven Revenue Optimization in Hospitality. Artificial intelligence is also integrated throughout the program's electives. Examples of program electives include Automation and Robotics in Hospitality Operations; AI Applications in Healthcare Hospitality and Service Innovation; and Ethics and Governance of AI in Global Hospitality.

At its March 2024 meeting, the Board of Governors approved the University of Florida's request to establish a Type III Additional Campus in Jacksonville that would offer nine graduate-level programs. The Master of Science in AI-Driven Hospitality was not included as part of the original request to establish the Jacksonville campus.

Table 1: Program Summary

M.S. in Artificial Intelligence-Driven Hospitality	
Tuition per Credit Hour	Standard approved graduate tuition rates for resident & non-resident students
Delivery Mode	Traditional
Location	Jacksonville Campus
Graduation Requirements	30 Graduate Credit Hours
Effective Date	Spring 2027

Source: University of Florida Degree Proposal

Table 2 shows the number of master's degrees awarded across the System in hospitality over the past three academic years. The preproposal for this program was presented at the September 2025 meeting of the Academic Coordination Workgroup, and no concerns were expressed. If approved by the Board, the M.S. in AI-Driven Hospitality would be the fifth program to be offered in the System.

Table 2: Degrees Awarded, M.S. in Hospitality, CIP 52.0901

Institution	2023-24	2024-25	2025-26
FIU	158	163	107
FSU[1]	-	-	-
UCF	96	115	69
USF	14	20	14
Total	**268**	**298**	**190**

[1] FSU's new degree will be implemented fall 2027.

Source: Board Office of Data Analytics, Degrees Awarded by CIP, retrieved 9/23/2026.

Graduates of the proposed program will be qualified to work in the hospitality, tourism, and event industries in roles such as general and operations managers, administrative services managers, and entertainment and recreation managers. Table 3 below shows that graduates of the program will be prepared for careers as entertainment and recreation managers, bringing the technical expertise gained in the program, particularly in applying AI to guest experience and demand forecasting, to these roles. Entertainment and recreation managers are projected to grow nationally by over 12% in Florida through 2033 and 6% nationally over the next 10 years. The current national median salary for entertainment and recreation managers is $79,520.

Program graduates will also be prepared to work as general and operations managers and administrative services managers; both occupations are projected to grow in Florida by more than 10% over the next eight years. While a bachelor's degree is required for entry, students graduating with a master's degree would be positioned for leadership roles that involve planning, directing, and coordinating organizational operations.

Table 3: Workforce Data

Occupation	Percent Change in Job Openings		Annual Average Job Openings		Total # of New Jobs Change		Education Level Needed for Entry
	FL 2026-34	U.S. 2025-35	FL 2026-34	U.S. 2025-35	FL 2026-34	U.S. 2025-35	
Entertainment & Recreation Managers	12.2*	6.0	368*	5,100	323*	2,700	Bachelor's
General & Operations Managers	11.3	5.0	24,562	285,000	29,131	181,300	Bachelor's
Administrative Services Managers	10.6	5.2	1,561	22,000	1,718	14,400	Bachelor's
Facilities Managers	9.4	4.6	737	14,200	711	7,600	Bachelor's

*Not reported in Florida's 2026-34 projections; figures shown are from the 2025-33 projections.
Sources: U.S. Bureau of Labor Statistics and Florida Department of Commerce, retrieved 10/2/2026.

Board staff conducted an independent search on employer career sites, Indeed.com, Glassdoor, and LinkedIn for job postings in Florida, using keywords such as hospitality, tourism, guest experience, consumer insights, analytics, and artificial intelligence. The search identified eight relevant job postings recently listed in Florida that require or prefer a master's degree, including positions such as consumer AI analyst, operational performance analyst, strategy and analytics analyst, and consumer insights research analyst. Several of these postings emphasize the importance of using AI tools in their work. Employers include Carnival Corporation, Royal Caribbean Group, Walt Disney World Resort, Universal Orlando Resort, Brightline, and Levy.

Conclusion

The University of Florida has provided sufficient information to support the M.S. in AI-Driven Hospitality offered at its Jacksonville campus. The University of North Florida has provided a letter of support for the proposed program at the UF Jacksonville campus.