



Pedagogy On-The-Go

APacCHRIE Federation

Optimizing Curriculum to Enhance Student Employability & Meet Industry Needs

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In the rapidly evolving landscape of the hospitality industry, the integration of technology is not just an option but a necessity. A recent study published in the Journal of Hospitality & Tourism Education highlights the transformative impact of digital advancements on hospitality education, emphasizing the need for curriculum redesign to meet industry demands.

Drawing on the interviews conducted with hotel executive managers in Macao, the study proposes a comprehensive framework for aligning educational practices with the competencies required in the digital age. The study underscores the importance of retaining courses that enhance students' soft skills like teamwork and adaptability, which remain crucial in hospitality settings. The study also advocates strengthening courses that develop advanced communication skills, ensuring graduates can effectively engage in diverse and dynamic environments.

The study calls for the inclusion of subjects focused on data analytics, strategic decision-making, and AI applications. These areas are increasingly vital as the industry leverages technology to optimize operations and enhance guest experiences. By integrating these subjects, hospitality programs can equip students with the tools needed to navigate and lead in a tech-driven world. By aligning educational content with industry needs, institutions can better prepare students for successful careers in a digitalized hospitality landscape, ensuring they possess the competencies to thrive amidst ongoing technological advancements. The full-text of the work is available here: <https://doi.org/10.1080/10963758.2024.2433067>