

Journal of Hospitality and Tourism Education

Special Issue

Artificial Intelligence (AI) in Teaching and Learning for Hospitality and Tourism Education



Call for Papers

In the era of digital transformation, Artificial Intelligence (AI) has emerged as a powerful general-purpose technology capable of revolutionizing various industries. The rapid advancement of AI technologies, including generative AI (e.g., GPT-4), robotics, computer vision, and machine learning is reshaping the landscape of the H&T industry. These technologies are being integrated into various aspects of the sector, from customer service and operations and revenue management to marketing and strategic decision-making (Huang et al., 2022). However, the role of AI and generative AI (genAI) in higher education over the long terms remains an open question (Swaak, 2024).

As AI and genAI continue to permeate the hospitality and tourism industry, it brings about significant changes and challenges for both professionals and educators (Yusuf et al., 2024). This rapid technological advancement also underscores the urgency of integrating AI technologies into educational and training programs within the hospitality and tourism sector (Al-Zahrani, 2023). Educational institutions face the critical task of adapting their curricula and teaching methodologies to prepare future professionals equipped with the in-demand skills and knowledge necessary to thrive in an AI-infused landscape (Adeyinka-Ojo et al., 2020). This includes not only understanding AI technologies but also developing competencies in data literacy, ethical considerations, and AI-driven decision-making processes (Adeyinka-Ojo et al., 2020). The challenge lies in striking a balance between traditional hospitality skills and new technological proficiencies. The rapid advancements in AI will likely bring disruptive changes to the H&T industry and transfer how educators and research approach operations, marketing, human resources, revenue management, accounting, finance, and other management strategies (Dogru et al., 2023). The evolving landscape calls for a continuous re-evaluation of educational content, ensuring it remains relevant and forward-thinking in addressing the needs of both the industry and the students.

This special issue aims to explore the intersection of AI and H&T education, examining how AI is reshaping professional development, curriculum design, pedagogical approaches, learning tools and platforms, and immersive learning experiences. We seek to address not only the technical aspects of AI integration but also the broader implications for the future of H&T

education and the industry as a whole. We are particularly interested in empirical studies and conceptual papers that initiate a fundamental rethinking of how we approach H&T education in the age of AI. The suggested research topics are but not limited to:

1. AI-driven personalized learning in H&T education
2. Developing AI literacy and competencies for H&T students and professionals
3. H&T professionals' reskilling and upskilling
4. The role of AI in enhancing experiential learning in H&T programs
5. Ethical considerations in teaching AI applications for H&T
6. AI-powered simulations and virtual reality/augmented reality in H&T education and training
7. Integrating AI tools and technologies into H&T curricula
8. The impact of AI on H&T faculty development and training
9. AI-assisted assessment and feedback in H&T education
10. Preparing H&T students for AI-augmented workplaces
11. The future of H&T education in the age of AI
12. Leveraging AI in developing personalized learning content and strategies
13. Cross-cultural perspectives on AI adoption
14. The role of AI-generated virtual tutors in supporting H&T students
15. Integrating AI-powered content creation tools in hospitality marketing and branding courses
16. The impact of generative AI on academic integrity and plagiarism detection
17. AI-driven data analytics and decision-making in H&T education
18. The role of AI in fostering entrepreneurship and innovation skills in H&T education
19. Addressing the digital divide and ensuring equitable access to AI-enhanced education
20. Collaborative learning and AI: enhancing teamwork and communication skills in H&T education
21. Leveraging Generative AI for Accessible H&T education
22. How education can use AI more efficiently as colleges are forced to do more with less
23. Limitations of AI use and techniques for more effective AI implementation in education and industry
24. Balancing high-tech (AI) and high-touch (human) approaches in H&T management

We welcome submissions that employ a variety of rigorous research methodologies, such as quantitative, qualitative, mixed-method, or conceptual approaches. We particularly encourage studies that provide practical implications for educators, industry professionals, administrators, and policymakers in the field of H&T education. By bringing together diverse perspectives from stakeholders, we hope to foster a dialogue that will shape the future of H&T education in the AI age.

Timeline:

- Abstract submission (limit to one page): **October 1, 2024** (Recommend)
- Full manuscript submission: **December 15, 2024**
- Anticipated publication dates: June/July 2025.

Please submit abstracts via email to any of the guest editors. For inquiries, authors are encouraged to reach out to the guest editors directly.

Dr. Arthur Huang

Rosen College of Hospitality Management, University of Central Florida

Email: arthur.huang@ucf.edu

Dr. Xi Yu Leung

Department of Hospitality and Tourism, University of North Texas

Email: xi.leung@unt.edu

Dr. Joan Su

Department of Apparel, Events, and Hospitality Management, Iowa State University

Email: joansu@iastate.edu

Dr. Melissa Baker

Department of Hospitality & Tourism Management, Isenberg School of Management,
University of Massachusetts Amherst

Email: mbaker@isenberg.umass.edu

References

- Adeyinka-Ojo, S., Lee, S., Abdullah, S. K., & Teo, J. (2020). Hospitality and tourism education in an emerging digital economy. *Worldwide Hospitality and Tourism Themes*, 12(2), 113-125.
- Al-Zahrani, A. M. (2023). The impact of generative AI tools on researchers and research: Implications for academia in higher education. *Innovations in Education and Teaching International*, <https://doi.org/10.1080/14703297.2023.2271445>
- Dogru, T., Line, N., Mody, M., Hanks, L., Abbott, J. A., Acikgoz, F., ... & Zhang, T. (2023). Generative artificial intelligence in the hospitality and tourism industry: Developing a framework for future research. *Journal of Hospitality & Tourism Research*, 10963480231188663.
- Huang, A., Chao, Y., de la Mora Velasco, E., Bilgihan, A., & Wei, W. (2022). When artificial intelligence meets the hospitality and tourism industry: an assessment framework to inform theory and management. *Journal of Hospitality and Tourism Insights*, 5(5), 1080-1100.
- Swaak, T. (February 26, 2024). AI will shake up higher ed. Are colleges ready? *The Chronicle of Higher Education*
- Yusuf, A., Pervin, N., & Román-González, M. (2024). Generative AI and the future of higher education: a threat to academic integrity or reformation? Evidence from multicultural perspectives. *International Journal of Educational Technology in Higher Education*, 21, article 21. <https://doi.org/10.1186/s41239-024-00453-6>