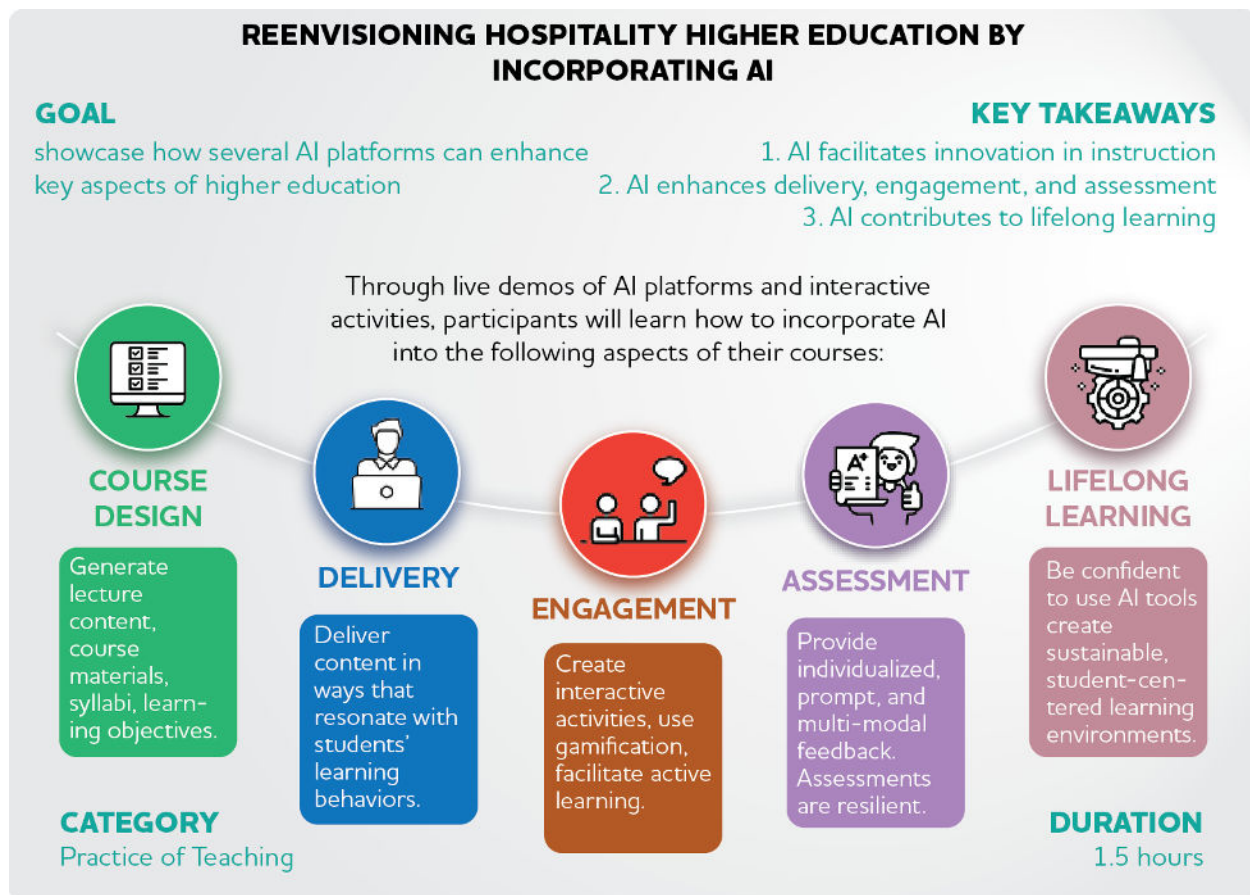


# Reenvisioning Hospitality Higher Education by Incorporating AI – Workshop Proposal

## Graphic abstract



## Context

The rapid expansion of AI in educational technology poses challenges and opportunities for hospitality higher education. AI changes students' media consumption, knowledge acquisition, and engagement, challenging traditional models. Moreover, students are increasingly adopting this technology, while employers are prioritizing the hiring of graduates who are proficient in its use. However, AI also facilitates cutting-edge learning environments where students engage, contribute, interact with peers, and thrive academically. In this context, understanding the role of AI is a highly relevant and timely topic in the field of hospitality education. It places the instructors in a position to explore, learn, implement, and reenvision hospitality education.

## Goal and Objectives

The goal of this interactive workshop is to demonstrate how several AI platforms are used to enhance key aspects of higher education, including content development, student engagement, assessment, and ultimately lifelong learning. Based on extensive experience in information technology education and research, and substantial integration of AI tools in multiple courses and education modalities since 2023, the presenter will illustrate how using various AI platforms and workflows can support effective, practical implementation of AI in the classroom.

Through live demonstrations and interactive hands-on activities designed to actively involve the participants, the presenter will illustrate how several AI platforms can enrich students' educational experience and promote long-term learner growth. These platforms have been used in the presenter's courses with substantial success and have achieved a high level of applicability and scalability. Insight from presenter's courses will illustrate not only the successful ways in which AI can be incorporated, but also how to overcome the inherent challenges (e.g., cost, learning curve, integration with other platforms, student adoption, academic honesty) of technology deployment in the classroom.

Moreover, conceptual links with established theory in learning and technology use behavior will be used as the theoretical foundation designed to unify the insight and inform the development of pedagogical strategies that effectively integrate AI applications into hospitality education. This way, this workshop will contribute to a comprehensive understanding of both the theoretical and practical implications of reenvisioning hospitality education in the era of AI, which will make AI easier to understand, deploy, and exploit in the years to come.

Within this context, this workshop pursues three objectives:

1. Demonstrate practical applications of AI in hospitality higher education
2. Teach participants how to develop new course content, engagement strategies, delivery methods, and feedback with AI, that they can take to their classrooms
3. Integrate new insight from theory and AI-based practices in ways that stimulate lifelong learning.

## **Takeaways**

Participants in this workshop will actively explore a suite of powerful AI tools and apply them to the core aspects of instruction. Through hands-on engagement, they will develop course materials, design student-centered activities aligned with learning objectives, select effective delivery methods, and create meaningful assessments. More importantly, participants will discover innovative teaching techniques that leverage AI to better align with the evolving learning styles and preferences of today's students. These approaches respond to shifting patterns in educational technology adoption and acknowledge the growing influence of non-academic learning platforms.

Upon completion of this workshop, the participants will be ready to utilize AI in their classrooms and will position their courses as highly innovative. Specifically, by embracing the skills learned in this workshop, participants can enhance relevance, increase engagement, and prepare students for success in both academic and real-world settings.

There will be three major takeaways for participants from the workshop:

1. AI facilitates innovation in instruction.
2. AI enhances delivery, engagement, and assessment.
3. AI contributes to lifelong learning.

**Proposed duration:** 1.5 hours

**Category:** Practice of Teaching

## **Key Aspects of Higher Education**

### ***Course design***

Building on the longstanding debate in higher education regarding the foundational knowledge that graduates of hospitality programs should possess, course design has increasingly benefited from AI integration. Common AI-powered workflows include the generation of lecture content, course materials, syllabi, learning objectives, and interactive classroom activities. Platforms that support this process include ChatGPT (OpenAI), Copilot (Microsoft), Gemini (Google), Claude (Anthropic), Perplexity AI, EduAide.AI, etc. Moreover, since hospitality education reflects the nature of an intangible industry,

cutting-edge, realistic simulations can be created using prompts on platforms such as Sora (Google) or AI-powered VR tools like Lucid VR (Glimpse Group), ENGAGE XR, and Mozilla Hubs.

### ***Content delivery***

The development of AI has created opportunities for multiple platforms to assist in content delivery. Environments like Synthesia (avatar-based video creation) allow for the delivery of educational content in formats that resonate with college students, such as short-format videos and point-of-view videos. Other platforms include Elai.io (ideal for explaining videos), HeyGen (lip-synced video creation), and DeepBrain (AI video synthesis), and Rephrase.ai (hyper-personalized video generation).

### ***Engagement***

The post-pandemic years have seen a sustained decline in student engagement within the educational process. AI offers promising solutions to address this challenge by facilitating the creation of classroom assignments, gamified activities, and educational artifacts that are both appealing and engaging. Platforms include Kahoot! (game-based learning platform), VoiceThread, Classcraft, Flip, or tablet-based platforms such as Notability, Doceri, etc.

### ***Assessment/feedback***

AI now has the capacity to address one of the most critical aspects of assessment: delivering rich, individualized feedback. Tools such as Copilot facilitate the generation of specific, constructive feedback while maintaining the privacy of student work. Additionally, visual feedback tools embedded within learning management systems like Canvas enable instructors to provide personalized responses directly. By significantly shortening the feedback loop, these platforms increase student engagement and support continuous learning. Additional platforms include Gradescope (by Turnitin), Turnitin Feedback Studio (plagiarism detection), and SpeedGrader (Canvas LMS), etc.

### ***Lifelong learning***

This symposium also addresses faculty anxieties about the future of AI in higher education, by showing how AI tools can create sustainable, student-centered learning environments. These tools enhance higher-order learning and teach students how to learn, a critical skill for lifelong learning and career adaptability in a rapidly changing society.