

USE OF DIGITAL TECHNOLOGIES IN TEACHING TOURISM TERMS

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INTRODUCTION

The tourism and hospitality industry is rapidly evolving in the digital age. Students pursuing careers in this field need to be well-versed in the latest terminology and concepts to succeed. However, traditional teaching methods often fail to impart this contemporary knowledge effectively. This paper proposes a methodology for teaching tourism and hospitality students relevant terms through digital technologies.

Digital technologies like online courses, mobile apps, virtual reality, augmented reality, and artificial intelligence are transforming education (Johnson et al., 2016). They provide personalized, interactive, and engaging learning experiences (Birt et al., 2018). Technologies like intelligent chatbots and voice assistants enable conversational questioning for clarifications (Fryer et al., 2017). Game-based platforms with points, badges, and leaderboards boost motivation (Hanus & Fox, 2015).

The tourism and hospitality industry relies heavily on clear communication and shared understanding of key terminology between employees, customers, and stakeholders. With digital technologies increasingly transforming the industry, there is an opportunity to leverage these tools to enhance students' learning of essential tourism and hospitality terms. This allows students to build a strong foundation of knowledge before entering the workforce.

MAIN PART

As per a global survey, 87 percent of Gen Z students prefer using digital tools for learning (Deschaine & Whale, 2017). Hence, a digital approach is apposite for teaching 21st century tourism students. Educational technologies bridge classroom gaps and make learning possible anytime, anywhere.

Key Tourism Terms to Teach. The dynamic tourism industry has spawned many new concepts and vocabulary. As per World Travel and Tourism Council (2021), students need expertise on:

- Niche tourism: Responsible, sustainable, eco, medical, heritage tourism
- Marketing: Influencer marketing, content marketing, social media engagement
- Technology: Artificial intelligence, virtual reality, big data analytics
- Platforms: Shared economy with Airbnb, online travel agencies, review sites
- Challenges: Overtourism, seasonality, environmental impact, pandemics
- Other terms: Accessibility, community-based tourism, authenticity

Research shows a terminology focused instructional approach gives better learning outcomes for technical subjects compared to traditional definitions focused methods (Brown et al., 2009).

Proposed Digital Methodology. The proposed methodology incorporates top digital education technologies to teach essential tourism terminology effectively.

Virtual Reality Tours. Interactive virtual reality tours using headsets can showcase actual tourism destinations, hotels, attractions in an immersive digital environment (Griffin et al., 2017). Students can explore concepts like accessibility and authenticity while experiencing a VR tour. Dynamic quizzes and quests can be built into these tours for better engagement.

Augmented Reality Mobile Games. Augmented reality overlays digital information onto the real environment via mobile cameras (Koutromanos & Styliaras, 2015). AR games with tourism simulation can offer competitive and collaborative play for learning. Students receive points and badges as they jointly solve in-game terminology related puzzles and challenges during the multiplayer game in teams.

Artificial Intelligence Chatbot Mentors. AI-powered chatbots like Claude can be personalized tutors answering tourism related queries 24/7 via chat on web and mobile apps (Hill et al., 2015). Built using natural language processing, students can ask definitions, translations, meanings of important terms by typing or speaking to the chatbot mentors. Frequently asked questions are logged to create an auto expanding knowledge base.

Crowdsourced Tourism Encyclopedia. A crowdsourced online encyclopedia of tourism terminology authored by students, teachers and industry experts can be created as an open-source reference. Powered by semantic search, users can quickly find relevant terms along with definitions, translations, images, videos and cited references. Students can earn points by writing and reviewing entries based on published research.

Assessments for Continuous Feedback. Game-based quizzes, mobile flashcards, AR assisted courtroom debates, virtual reality role playing of real world case studies and chatbot corrected written assessments can facilitate continuous term focused evaluation (Wake & Modla, 2012). Instant feedback helps students identify weak areas for improvement.

Benefits of the Proposed Methodology. Compared to traditional terminology teaching, this technology-powered methodology has several advantages:

- Improved engagement via immersive and interactive platforms
- Enhanced collaboration by multiplayer AR games and peer content creation
- 24/7 availability of AI tutors for ubiquitous access to definitions
- Up to date dynamic content powered by crowdsourcing
- Data analytics to customize and optimize learning

Implementation Framework. A phased framework is proposed for implementing this digital terminology focused teaching methodology:

Phase 1: Curate list of 150-200 essential tourism neologisms

Phase 2: Develop VR tours, AR games, chatbots and wiki style encyclopedia

Phase 3: Enable access via website and mobile apps

Phase 4: Train students and teachers on effectively utilizing these tools

Phase 5: Continuously update content using crowdsourcing

Phase 6: Analyze user data to refine methodology

Research Scope. Further experimental research is required to validate the efficiency of this proposed digital methodology over traditional terminology teaching approaches across different student groups based on age, background and competence with using educational technologies. Effectiveness can be evaluated by assessing parameters like test scores, engagement levels, practical application of terminology in assignments by students and user experience ratings.

CONCLUSION

This paper presented a methodology to teach important new tourism industry terminology to students leveraging latest digital technologies including virtual reality, augmented reality, artificial intelligence and crowdsourcing platforms. The interactive, immersive and ubiquitous solutions can provide ubiquitous, up to date domain vocabulary access along with collaborative learning opportunities. Implemented systematically, this methodology can produce future-ready graduates adept in using contemporary terminology practically in the real world.

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