

EQUIPPING HOSPITALITY MANAGEMENT STUDENTS WITH THE NECESSARY SKILLS AND KNOWLEDGE TO THRIVE IN AN AI DRIVEN HOSPITALITY INDUSTRY

ABSTRACT

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This study examines how well Hospitality Management students are being prepared to meet the growing demands of artificial intelligence (AI) integration within the hospitality industry. As AI increasingly shapes guest experiences, streamlines property management, and enhances operational efficiency, students must develop relevant technical and practical competencies. The research focuses on evaluating the extent to which the current Hospitality Management curriculum equips students with AI-related skills. Specifically, it investigates gaps in educator expertise, access to modern technological resources, curriculum alignment with industry needs, institutional adaptability to change, and the availability of seminars and training opportunities aimed at AI literacy. This study adopted a quantitative research design, employing a structured survey to assess the preparedness of Hospitality Management students in relation to AI integration in the industry. A total of 200 respondents from all four academic year levels at Bestlink College of the Philippines participated in the study. Stratified sampling was utilized to ensure proportional representation across year levels, while convenience sampling facilitated the selection of available and willing participants. The survey instrument measured students' perceived preparedness, access to AI-related tools, and the challenges encountered in learning AI concepts. Data were analyzed using descriptive statistical methods, with findings presented through frequency and percentage distributions to highlight key trends and insights. The findings indicate that most respondents were between 19 and 23 years old, with a majority enrolled as first-year students. Gender distribution was nearly balanced. While students acknowledged that their instructors possessed foundational knowledge of artificial intelligence, they emphasized the need for deeper and more structured integration of AI-related topics within the Hospitality Management curriculum. Although AI tools and resources were reportedly available, students noted limitations in accessibility and a lack of opportunities for practical, hands-on application. Respondents expressed a greater interest in acquiring foundational AI competencies and guest-facing technological skills, while showing less priority for AI applications in marketing or event management. Major challenges identified included outdated instructional materials and minimal exposure to real-world AI implementations, both of which hindered their preparedness for the industry's technological demands. The study concludes that the existing Hospitality Management curriculum lacks the depth and practical focus needed to equip students with the competencies required in an increasingly AI-driven hospitality industry. To address this gap, the research recommends comprehensive curriculum reform that emphasizes the integration of real-world AI tools, experiential learning opportunities, and industry-relevant training modules. Strengthening these areas will better align academic preparation with the technological advancements and evolving skill demands of the modern hospitality sector.

RECOMMENDED CITATION

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