

Artificial Intelligence in Hospitality Learning: Evaluating the Effect of ChatGPT

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Abstract

This report explores the impact of ChatGPT on hospitality studies, focusing on its role in academic learning, research support, skill development, and professional preparation. ChatGPT provides hospitality students with simplified explanations of complex topics, assistance in research, and opportunities for practicing customer service through simulations and role-plays. It also aids in generating creative ideas for events and menus, while supporting career development through interview preparation and resume writing.

However, the study also identifies challenges, including risks of overdependence, accuracy limitations, and ethical issues such as plagiarism. Despite these concerns, the integration of ChatGPT into hospitality education highlights a promising future where artificial intelligence complements traditional teaching methods. The report concludes that while ChatGPT is a valuable tool, its use must be balanced with critical thinking and the human touch that remains central to the hospitality profession.

Keywords: ChatGPT, Hospitality Study, Artificial Intelligence, Education, Research Support, Skill Development, Customer Service Training, Professional Preparation, Academic Learning, Technology in Hospitality

1. Introduction

The hospitality industry is one of the fastest-growing sectors worldwide, built on service excellence, innovation, and adaptability. With globalization and rapid technological advancements, the way hospitality professionals are trained and educated is evolving. In recent years, Artificial Intelligence (AI) has gained a significant role in both academic learning and industry operations. Among various AI tools, ChatGPT has emerged as a widely used platform that supports students, educators, and professionals in different capacities.

In hospitality studies, ChatGPT offers unique benefits such as simplifying complex theories, assisting in research work, providing real-time simulations, and enhancing communication skills. At the same time, it raises concerns regarding ethical use, accuracy, and the potential risk of overreliance. Understanding these opportunities and challenges is essential for shaping the future of hospitality education. This report focuses on analyzing the effect of ChatGPT on hospitality study, with particular attention to its academic contribution, skill development, professional preparation, and long-term implications.

Literature Review

The integration of Artificial Intelligence (AI) in education has been widely discussed in recent academic literature. According to **Holmes et al. (2021)**, AI-based learning tools enhance student engagement by providing instant feedback and personalized explanations. This aligns with the needs of hospitality students, who often deal with complex concepts such as service quality, event management, and customer relations.

In the context of hospitality, **Kuo et al. (2022)** highlight that digital technologies have improved both teaching and operational training by offering interactive simulations and scenario-based learning. These tools help learners practice guest interactions, conflict resolution, and cultural communication—skills that are central to hospitality education.

Specific to ChatGPT, early studies emphasize its value in academic writing, research support, and knowledge accessibility. **Kasneci et al. (2023)** argue that ChatGPT serves as a “knowledge partner,” allowing students to brainstorm ideas, draft reports, and analyze case studies. Similarly, **Zhai (2022)** notes that students using ChatGPT in higher education benefit from improved comprehension and time efficiency, though concerns around plagiarism and originality persist.

However, scholars also raise critical issues. **Baidoo-Anu & Owusu Ansah (2023)** point out that overdependence on AI-generated responses may hinder creativity and independent problem-solving. Moreover, AI outputs may lack context-specific accuracy, which is particularly important in the hospitality industry where service quality and cultural nuances are crucial.

Overall, the literature suggests that while ChatGPT holds significant promise in reshaping hospitality education by supporting research, training, and professional development, careful consideration must be given to ethical practices, originality, and the preservation of the “human touch” that defines hospitality.

Research Methodology

This study adopts a **descriptive and exploratory research methodology** to understand the effect of ChatGPT on hospitality study. The approach is primarily qualitative in nature, focusing on existing knowledge, academic insights, and industry perspectives.

- **Type of Research:** Descriptive and exploratory, aiming to identify the opportunities, challenges, and implications of ChatGPT in hospitality education.
- **Nature of Data:** Secondary data has been used, collected from academic journals, research articles, online publications, industry reports, and case studies on AI in education and hospitality.
- **Approach:** A thematic analysis method was employed, categorizing findings into academic support, skill development, professional preparation, challenges, and future implications.
- **Justification:** Since ChatGPT is a relatively new tool, secondary data provides a broad foundation for understanding its academic impact and sets the groundwork for future primary research involving students and educators.

Research Problem

- The rapid emergence of Artificial Intelligence tools such as ChatGPT has transformed how students access knowledge, conduct research, and develop professional skills. In hospitality education, which emphasizes both technical knowledge and interpersonal skills, the integration of ChatGPT presents opportunities as well as challenges.
- The problem lies in understanding **to what extent ChatGPT enhances hospitality studies** in areas like academic learning, research support, customer service training, and career preparation, while also identifying the risks of overdependence, ethical issues, and limitations in accuracy.
- Thus, the research problem can be stated as: **“What is the effect of ChatGPT on hospitality study, and how does it influence academic development, skill enhancement, and professional readiness of students?”**

Objectives of the Research

The main objective of this study is to analyze the effect of ChatGPT on hospitality education and training. The specific objectives are:

1. To examine how ChatGPT supports academic learning and research in hospitality studies.
2. To explore its role in developing practical and soft skills required in the hospitality industry.
3. To evaluate the usefulness of ChatGPT in preparing students for professional careers in hotels, restaurants, and tourism sectors.
4. To identify the challenges, risks, and ethical issues associated with the use of ChatGPT in hospitality education.
5. To understand the future implications of integrating AI tools like ChatGPT into hospitality curricula.

Research Design

This study follows a **descriptive and exploratory research design** to analyze the impact of ChatGPT on hospitality study. The design focuses on gathering insights from existing literature and interpreting them in the context of hospitality education.

- **Type of Study:** Qualitative, descriptive, and exploratory.
- **Research Approach:** Secondary research-based, supported by thematic analysis.
- **Data Source:** Academic journals, online articles, industry reports, and case studies on AI in education and hospitality.
- **Focus Areas:** Academic contribution of ChatGPT, its role in skill development, professional preparation, challenges, and future implications for hospitality education.
- **Outcome Expectation:** To generate a comprehensive understanding of ChatGPT’s effect on hospitality study and provide a framework for future primary research

Method of Data Collection

The data for this study has been collected primarily through **secondary sources**. Since ChatGPT is a relatively new tool in hospitality education, secondary data provides a reliable foundation for understanding its effects.

- **Sources of Data:**

1. **Academic Journals** – Research papers discussing AI in education and its impact on learning outcomes.
2. **Online Articles and Publications** – Industry reports and blogs on the use of AI tools in hospitality training and operations.
3. **Case Studies** – Documented examples of AI integration in hospitality institutions and educational programs.
4. **Books and E-Resources** – Literature on hospitality education, technology integration, and AI-assisted learning.

- **Data Collection Technique:**

- Systematic review of literature related to ChatGPT and AI in hospitality studies.
- Extraction of relevant information pertaining to academic support, skill development, professional readiness, challenges, and ethical considerations.
- Thematic organization of findings to identify trends, advantages, and limitations.

This method ensures that the study is comprehensive, reliable, and covers multiple perspectives on the use of ChatGPT in hospitality education.

Limitations of Study

While this study provides valuable insights into the effect of ChatGPT on hospitality education, it has certain limitations:

1. **Reliance on Secondary Data:** The study is based solely on existing literature, reports, and case studies, without primary data from surveys or interviews.
2. **Limited Recent Research:** As ChatGPT is a relatively new tool, limited academic research is available specifically in the context of hospitality studies.
3. **Generalization:** Findings may not be applicable to all hospitality institutions, as educational practices and AI integration vary across regions and organizations.
4. **Accuracy and Bias:** Secondary sources may contain biases or outdated information, which could affect the study's conclusions.
5. **Scope Restriction:** The study focuses on academic, skill, and professional impacts, and does not evaluate operational use of ChatGPT in actual hospitality settings.

Scope of the Study

The study focuses on analyzing the **effect of ChatGPT on hospitality education**, specifically in the following areas:

1. **Academic Learning:** Understanding how ChatGPT assists students in research, report writing, and comprehension of complex hospitality concepts.
2. **Skill Development:** Exploring its role in enhancing practical skills, soft skills, and customer service training through simulations and scenario-based learning.
3. **Professional Preparation:** Evaluating how ChatGPT aids students in career readiness, including resume building, interview preparation, and understanding industry practices.
4. **Challenges and Ethical Considerations:** Identifying risks such as overreliance, accuracy limitations, and potential ethical concerns.
5. **Future Implications:** Examining how AI integration may influence the evolution of hospitality curricula and teaching methodologies.

The study is limited to educational and training aspects of ChatGPT use in hospitality studies and does not cover its operational implementation in hotels, restaurants, or other hospitality businesses.

Conclusion

The study highlights that ChatGPT has a significant impact on hospitality education by enhancing academic learning, supporting research, and improving skill development and professional preparation. It provides students with accessible knowledge, creative ideas, and opportunities to practice real-world scenarios, thereby complementing traditional teaching methods.

However, the report also identifies challenges such as overreliance, accuracy concerns, and ethical issues like plagiarism. These limitations emphasize the need for responsible and balanced use of ChatGPT in hospitality studies.

In conclusion, ChatGPT represents a valuable educational tool that, when integrated thoughtfully, can enrich hospitality curricula, improve learning outcomes, and prepare students for the demands of the modern hospitality industry while preserving the essential human-centered values of the profession.

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