

Digital Transformation in Tourism and Hospitality Education: AI, Immersive and Educational Technologies

Organized by
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SCOPE

Digital transformation has become a defining force across society, reshaping how industries operate, how services are delivered, and how knowledge is produced and shared. In this context, artificial intelligence, immersive technologies, digital platforms, and data-driven systems are becoming increasingly embedded in professional practice and everyday user experiences. Tourism and hospitality are also being shaped by these developments, with growing use of smart services, digitally mediated experiences, platform-based interactions, and technology-supported decision-making. As a result, tourism and hospitality education is under increasing pressure to rethink its learning environments and educational practices in ways that reflect the realities of a rapidly changing industry. Within this evolving landscape, AI, immersive technologies, and broader educational technologies offer important opportunities for innovation in tourism and hospitality education. At the same time, they raise important questions about pedagogical relevance, implementation, educator readiness, and the evidence needed to support meaningful adoption. This special session welcomes a broad range of contributions on the implications of digital transformation for tourism and hospitality education, with particular attention to AI, immersive and educational technologies. A variety of contributions are encouraged, including conceptual, empirical, review-based, methodological, and practice-oriented work.

TOPICS OF INTEREST

- Digital transformation in tourism and hospitality education.
- Artificial intelligence in teaching, learning, curriculum development, student support, and assessment, including generative AI and emerging applications.
- Immersive technologies in tourism and hospitality education, including VR, AR, XR, simulations, and metaverse-based learning environments.
- Educational technologies and digital learning environments in tourism and hospitality.
- Experiential, practice-based, and technology-enhanced learning in tourism and hospitality.
- Competency development in tourism and hospitality education, including digital literacy, critical thinking, ethical awareness, and adaptability.
- Problem-solving and decision-making in technology-rich tourism and service environments.
- Learning analytics, data-informed teaching, and personalized learning.
- Assessment, evaluation, and evidence of learning effectiveness in digitally enhanced education.
- Academic integrity, responsible use, and trustworthy AI in educational settings.
- Future skills, employability, and workforce preparation in tourism and hospitality.
- Institutional strategies, policy, and governance for digital transformation in tourism and hospitality education.
- Inclusion, accessibility, and learner diversity in technology-enhanced education.

SUBMISSION OF ABSTRACTS

Abstracts between 250 and 350 words should be submitted electronically by 12/05/2026 to Dr. Mehmet Altug Sahin (masahin@istanbul.edu.tr). For further enquiries regarding the conference, please visit the conference's website: <https://iatour.org/icot2026/>