Research on the Application of Artificial Intelligence in Hotel English Teaching

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Abstract—*This paper delves into the application of artificial intelligence (AI) in Hotel English teaching, targeting students majoring in Hotel Management and Digital Operations. By analyzing the current status and challenges of Hotel English teaching, it elaborates on how AI technology facilitates the innovation of teaching models, personalized learning, and the evaluation of teaching effectiveness. The study finds that AI can provide students with an immersive language environment, precise learning path planning, and real-time feedback, effectively enhancing students' ability to apply English in integration with hotel business knowledge. This research offers strong support for the cultivation of digital talents in the hotel industry.*
Key words—*Artificial Intelligence, Hotel English Teaching, Applied research*

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I. INTRODUCTION

With the vigorous development of global tourism, the hotel industry has an increasing demand for professional talents, especially interdisciplinary talents with proficient English communication skills and digital operation capabilities. As an essential skill for students majoring in hotel management, Hotel English teaching effectiveness directly impacts students' future career development. However, the traditional Hotel English teaching model faces numerous challenges, such as the disconnection between teaching content and practical work, monotonous teaching methods, and low student learning enthusiasm. Against the backdrop of the digital era, the rapid development of AI technology has brought new opportunities and transformations to the field of education. Introducing AI into Hotel English teaching is expected to address the problems in traditional teaching and provide more efficient and targeted learning experiences for students majoring in Hotel Management and Digital Operations.

II. CURRENT STATUS AND CHALLENGES OF HOTEL ENGLISH TEACHING

2.1 Disconnection Between Teaching Content and Practical Work

Traditional Hotel English teaching tends to focus on explaining grammatical knowledge and accumulating vocabulary, with teaching content mainly based on textbooks, lacking close integration with real hotel work scenarios. For instance, dialogue exercises in textbooks are mostly idealized scenarios, which are far from the complex situations encountered in actual hotel work. Students struggle to apply the knowledge they have learned to practical work, resulting in confusion when facing real English communication scenarios during internships or employment in hotels. Additionally, the rapid development of the hotel industry leads to the continuous emergence of new service models and business processes, while the update of teaching content lags behind, failing to reflect industry dynamics in a timely manner. [1]

2.2 Monotonous Teaching Methods

Currently, Hotel English teaching mainly adopts traditional methods such as classroom lectures and dialogue exercises. This single teaching model is difficult to stimulate students' interest and initiative in learning; students are often in a passive position of receiving knowledge, making it hard to deeply understand and flexibly apply the content they have learned. For example, traditional classroom lectures are mostly one-way knowledge transmission by teachers, with low student participation; although dialogue exercises can improve students' oral English skills, they lack diversity and authenticity, failing to meet students' diverse needs. [2]

2.3 Low Student Learning Enthusiasm

Due to the limitations of teaching content and methods, students' enthusiasm for Hotel English learning is generally low. Some students consider Hotel English learning difficult and believe it has little connection with their career development, thus lacking motivation to learn. Furthermore, students lack timely and effective feedback during the learning process, making it impossible to promptly understand their learning progress and existing problems, which further reduces their learning enthusiasm.

III. APPLICATION ADVANTAGES OF AI IN HOTEL ENGLISH TEACHING

3.1 Provision of an Immersive Language Environment

AI technology can create an immersive Hotel English learning environment for students through means such as Virtual Reality (VR) and Augmented Reality (AR). For example, VR technology is used to simulate real scenarios in hotels, such as front desk reception, room service, and restaurant dining, allowing students to feel as if they are in a real hotel work environment and communicate in English with virtual guests. This immersive learning experience can effectively improve students' language perception and practical application abilities and enhance their learning interest and participation. For instance, students can practice how to conduct reservation registration and handle complaints in English in the virtual front desk reception scenario, and the system will provide real-time feedback based on students' operations and language expressions to help them correct mistakes promptly. [3]

3.2 Realization of Personalized Learning

With the help of AI's intelligent analysis and recommendation system, teachers can develop personalized learning plans and paths for each student based on their learning progress, learning style, and knowledge mastery. For example, for students with a weak English foundation, the system can recommend more learning content on basic grammar and vocabulary and help them gradually master the knowledge through intelligent tutoring functions; for students who already have a certain level of English proficiency, more challenging Hotel English dialogue and writing exercises can be provided. At the same time, AI can adjust the learning plan in real time according to students' learning conditions to ensure that students always stay on a learning track suitable for themselves. For example, the system can automatically adjust the difficulty and content of exercises based on students' performance in practice, ensuring that students maintain an appropriate sense of challenge and accomplishment during the learning process.

3.3 Real-Time Feedback and Precise Evaluation

AI technology can monitor students' learning behaviors and achievements in real time, providing timely and accurate feedback to students. For example, in oral practice, the intelligent speech recognition system can evaluate the accuracy of students' pronunciation and the naturalness of their intonation, and provide specific improvement suggestions; in writing practice, the intelligent text analysis system can check for grammatical errors and the appropriateness of vocabulary use and provide personalized revision comments. In addition, AI can conduct precise evaluations of students' overall learning situations and generate detailed learning reports, helping teachers better understand students' learning status and adjust teaching strategies in a timely manner. For instance, teachers can understand students' learning progress and mastery in different modules through learning reports and provide targeted tutoring for students' weak links.

IV. PRACTICAL CASES OF AI EMPOWERING HOTEL ENGLISH TEACHING

4.1 Intelligent Voice Dialogue Platform

To help students better practice their oral English, our college has introduced an intelligent voice dialogue platform. By simulating various hotel service scenarios, this platform allows students to practice English dialogues with an intelligent voice assistant. Students can select different scenarios and difficulty levels according to their learning progress, and the intelligent voice assistant can recognize students' voices in real time, provide feedback, correct pronunciation errors, and offer more appropriate expressions. For example, in the simulated hotel front desk reception scenario, students need to have a dialogue with the intelligent voice assistant to complete tasks such as reservation registration and information inquiry. The system will give scores and improvement suggestions based on students' pronunciation, grammar, and vocabulary usage. After a period of use, students' oral English skills have been significantly improved, and their English communication in hotel service scenarios has become more natural and fluent. [4]

4.2 Intelligent Writing Assistance System

In Hotel English writing teaching, the college has adopted an intelligent writing assistance system. When students are engaged in writing tasks related to hotel business, such as English emails and reports, the system can check for grammatical errors and spelling mistakes in real time and provide suggestions for improving vocabulary and sentence structures. At the same time, based on the writing theme and content, the system will recommend relevant writing templates and excellent sample essays for students to refer to. For example, when students are writing a hotel room service report, the system will automatically check for grammatical and spelling errors and provide suggestions for more appropriate vocabulary and sentence structures. In addition, the system will recommend relevant writing templates and excellent sample essays based on the content of students' writing, helping them better complete the writing task. Through this intelligent writing assistance system, students can complete writing tasks more efficiently, and the quality of their writing has been significantly improved.

4.3 Virtual Hotel Scenario Simulation Platform

To help students better integrate English knowledge with hotel business knowledge, the college has developed a set of virtual hotel scenario simulation platforms. Using VR technology, this platform constructs a virtual hotel environment covering various departments and work scenarios of the hotel. Students can play different roles in the virtual hotel, such as front desk attendants, room attendants, and restaurant attendants, communicate in English with virtual guests, and complete various hotel service tasks. During the simulation process, students need to apply the learned Hotel English knowledge and business skills to solve various problems that may be encountered in practical work. For example, in the virtual restaurant scenario, students need to communicate with virtual guests about ordering and recommending dishes, and the system will provide real-time feedback based on students' operations and language expressions. This virtual scenario simulation teaching not only improves students' English application ability but also enhances their understanding and mastery of hotel business processes. [5]

V. PROSPECTS FOR THE APPLICATION OF AI IN HOTEL ENGLISH TEACHING

5.1 Further Optimization of Personalized Learning Experience

In the future, with the continuous development of AI technology and the accumulation of data, the personalized learning experience in Hotel English teaching will become more precise and in-depth. By analyzing multi-dimensional data such as students' learning behaviors and psychological characteristics, AI can provide students with learning content and methods that are more in line with their personal needs. For example, the system can recommend more suitable learning times and environments according to students' learning habits and preferences; based on students' career plans and interests, it can customize Hotel English learning courses to help students better achieve their career development goals. In addition, AI can also understand students' learning emotions and attitudes through sentiment analysis technology and provide psychological support and encouragement in a timely manner to further improve students' learning enthusiasm.

5.2 Strengthening the Integrated Application with Other Technologies

AI will further integrate with other emerging technologies such as big data, cloud computing, and the Internet of Things to create richer teaching resources and a more intelligent teaching environment for Hotel English teaching. For example, big data analysis can be used to explore real cases and trends of English use in the hotel industry, providing a basis for updating teaching content; cloud computing technology can realize efficient sharing and storage of teaching resources, allowing students to learn anytime and anywhere; IoT technology can connect hotel equipment with teaching systems, enabling students to understand the operation and management of hotel equipment while learning Hotel English, thereby achieving multi-dimensional skill development. For instance, students can remotely control equipment in the virtual hotel (such as air conditioners and televisions) through IoT technology and explain the operations in English, enhancing their understanding and application ability of hotel equipment management. [6]

5.3 Enhancing Teachers' Roles and Competences

In Hotel English teaching empowered by AI, teachers' roles will shift from traditional knowledge transmitters to learning guides and teaching designers. Teachers need to possess stronger information technology application capabilities and be proficient in using AI tools and platforms to carry out teaching activities. For example, teachers need to master the use of intelligent voice dialogue platforms and intelligent writing assistance systems and adjust teaching content and methods in a timely manner based on students' feedback. At the same time, teachers also need to continuously improve their teaching design capabilities, and design more scientific and effective teaching plans based on students' learning data and feedback provided by AI. For instance, teachers can design targeted group discussions, role-playing, and other teaching activities based on learning reports to guide students in independent learning and collaborative learning, giving full play to the advantages of both AI and human teachers to jointly promote students' growth and development.

VI. CONCLUSION

AI has brought unprecedented opportunities and transformations to Hotel English teaching. By providing an immersive language environment, realizing personalized learning, and offering real-time feedback and precise evaluation, AI effectively addresses many problems in traditional Hotel English teaching and improves teaching effectiveness and students' learning enthusiasm. In the learning process of students majoring in Hotel Management and Digital Operations, the rational application of AI technology can cultivate high-quality interdisciplinary talents who are more in line with the digital development needs of the hotel industry. However, the application of AI in teaching also faces some challenges, such as technology costs, data privacy protection, and the transformation of teachers' roles. In the future, we need to further explore the in-depth integration model of AI and Hotel English teaching, give full play to the advantages of AI, and overcome the challenges it brings to provide

more solid support for the innovative development of Hotel English teaching.

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