



Empirical Research Article

Getting Smart? A Research Note into Smart Tourism Curriculum and Implications on Generation Alpha and Beta

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Abstract

This research note probes the largely ignored sphere of smart tourism curriculum as destinations and institutions seek to develop graduates ready to embrace the demands and challenges of future work environments where technology has a ubiquitous presence. This knowledge gap is somewhat surprising, even as destinations progress towards smart tourism futures, without necessarily clarifying what human resources need to possess in the coming decades. Drawing from available smart tourism curriculum across the globe, and emergent trends associated with Generation Alpha and Beta, this research note paints a timely picture of how smart tourism curriculum should be designed and developed to meet the needs of industry and consumer demands and expectations.

Keywords

smart tourism education; future workforce; smart human resource management

1. Introduction

The term smart tourism encapsulates a technologically mediated and symbiotic environment with humans to derive evidence-based knowledge to guide decision-making within tourism (Gretzel et al., 2015). Its popularity as witnessed in an emerging body of tourism literature can be attributed to a combination of technological advances, and consumer trends to adopt and interact with such tools across a range of platforms, such as websites, social media, artificial intelligence, and big data (Ardito et al., 2019). From a supply-side perspective, smart tourism requires a smart Destination Management Organisation (DMO) leadership, whereby it necessitates the DMO to be collaborative, adaptive and value-creating (Gretzel, 2022). Destinations seek to embrace smart tourism capabilities to reduce inefficiencies and to develop competitive advantages over other destinations (Kontogianni & Alepis, 2020). It is for this reason that current literature has sought to unpack smart tourism across a range of destinations, tools, and benefits to both destinations, the tourism industry, and its consumers (inter alia Gelter et al., 2021; Otowicz et al., 2022).

However, despite its merits, smart tourism detractors point to the increasing alienation between traditional offerings of tourism to feature human-to-human interactions and overshadowed or replaced with machines or other technologies to raise ethical concerns (Chen et al., 2022; Femenia-Serra et al., 2022). Smart tourism affordances have also been scrutinized, as it pits destinations against one another, where those who have access to, and leverage on such opportunities are generally far more advanced along the continuum of "smartness" as compared to

others that may be less endowed with smart tourism infrastructure or financial might (Borges-Tiago et al., 2022; Wang et al., 2022). Scholars argue that smart tourism merely exacerbates the digital divide, which is already evident in the case of virtual tools accompanying destinations over the course of the COVID-19 pandemic (Law et al., 2022; Sun et al., 2022).

Another glaring omission from smart tourism literature is perhaps what constitutes a smart tourism curriculum, or what Gretzel (2021) argues as the smart tourism mindset, especially when more and more university graduates enter the workforce of the future. It is also a timely conversation to have, as the next two age segments - Generation Alpha (those born between 2010 and 2024), and Generation Beta (those born between 2025-2039), will feature in the smart tourism landscapes of 2050 and beyond. Therefore, drawing from available smart tourism curriculum across the globe, and emergent trends associated with Generation Alpha and Beta, this research note paints a timely picture of how smart tourism curriculum should be designed and developed to meet the needs of industry and consumer demands and expectations.

2. Characteristics of Generation Alpha and Beta

Generation Alpha and Beta are classified as those born between 2010-2024, and 2025-2039 respectively, according to McGrindle Research (2020). As some of these individuals are yet to be born, it is unsurprising that there is a dearth of academic literature to paint a nuanced insight into what the future is like for such generations. Nevertheless, Smith (2021) postulated that the

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