

Internationalization in Tourism Education: Teaching Experiences and AI-Supported Practices from Turkey.

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About me

- ◆ Egemen Güneş Tükenmez
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- ◆ Alanya Alaaddin Keykubat University
- ◆ Faculty of Tourism, Department of Tourism Management
- ◆ BSc, MSc, PhD in Tourism Management
- ◆ **Research Focus:**
- ◆ Tourist Behavior & Behavioral Sciences
- ◆ Artificial Intelligence & Machine Learning
- ◆ Natural Language Processing Applications in Tourism

Alanya















Rank	Country	Tourist Arrivals (Millions)	Tourism Revenue (USD)	Growth Rate (YoY)
1	France	89.4	\$68.6 billion	2.9%
2	Spain	83.7	\$92 billion	0.8%
3	United States	79.3	\$175.9 billion	0.6%
4	China	65.7	\$154.50 billion	4.5%
5	Italy	64.5	\$55.9 billion	4.8%
6	Turkey	51.2	\$49.5 billion	11.9%
7	Mexico	45.0	\$30.8 billion	9.0%
8	Thailand	39.8	\$52.6 billion	4.3%
9	Germany	39.6	\$37.4 billion	1.8%
10	United Kingdom	39.4	\$73.9 billion	1.9%

Tourism in Turkey

- One of the world's leading tourism destinations
- Over 60 million international visitors
- Highly competitive in cultural and coastal tourism market
- Rich diversity with gastronomy, health, MICE tourism

Tourism in Alanya

- Largest distrPopular Mediterranean coastal destination in southern Türkiye
- ict of Antalya
- Attract 4 million tourist, 150000 bed , 110 5star resort hotels
- Long sandy beaches, nature-based attractions
- Rich historical heritage (Alanya Castle, Red Tower, ancient ruins)
- Major economy driven by international tourism and seasonal visitors
- Offers a mix of cultural, adventure, and beach tourism



Top 10 Most Visited Cities in 2025 (International arrivals)

Rank	City	Million
1	 Bangkok	30.3
2	 Hong Kong	23.2
3	 London	22.7
4	 Macao	20.4
5	 Istanbul	19.7
6	 Dubai	19.5
7	 Mecca	18.7
8	 Antalya	18.6
9	 Paris	18.3
10	 Kuala Lumpur	17.3

According to Euromonitor International THE RANKINGS

Our Department

- ◆ Learning in a Living Laboratory
- ◆ Sector-Integrated Education: Partnerships with 5-star resort hotels and travel agencies
- ◆ Compulsory English education, with additional elective German and Russian language courses
- ◆ Curriculum is mainly divided into management, tourism, and foreign language courses
- ◆ Mandatory summer internship
- ◆ Approximately 15% of the students are international, coming from different countries

Why Internationalization in Tourism Education

- ◆ Inherent to the industry
- ◆ Students need cross-cultural communication skills
- ◆ Increases employability in international tourism markets
- ◆ Improves foreign language skills and intercultural understanding
- ◆ Helps adapt to global standards in hospitality and service quality
- ◆ Encourages mobility through exchange programs (e.g., Erasmus)

Challenges

- ◆ Standardization of Education
- ◆ Language proficiency gaps among students
- ◆ Bureaucratic challenges in mobility processes
- ◆ Student motivation, personality and skill divergence and gaps
- ◆ Economic fluctuations

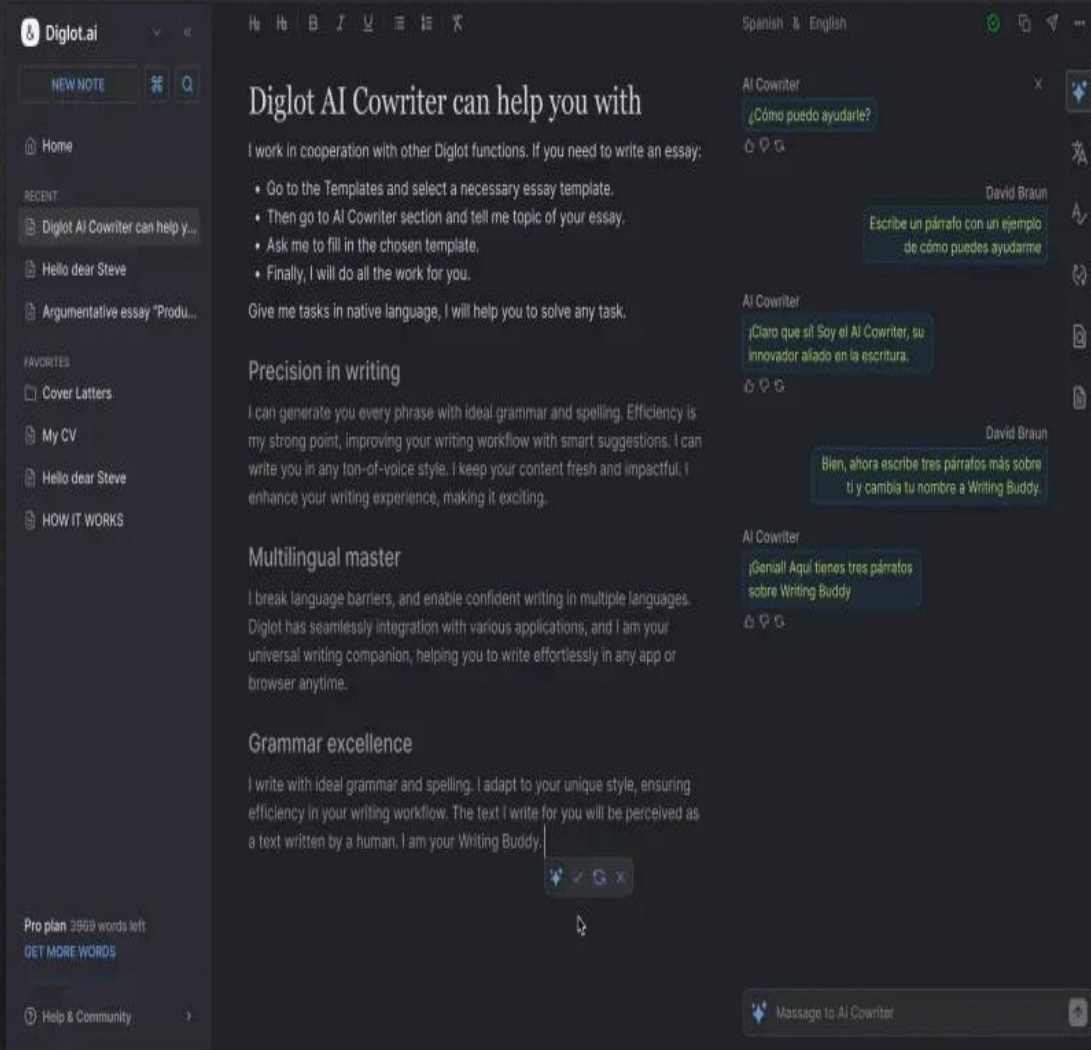
How can AI and digital tools be used to turn challenges into opportunities

- ◆ Internationalization is not only about mobility
- ◆ Also about how we design learning experiences for diverse and global classrooms

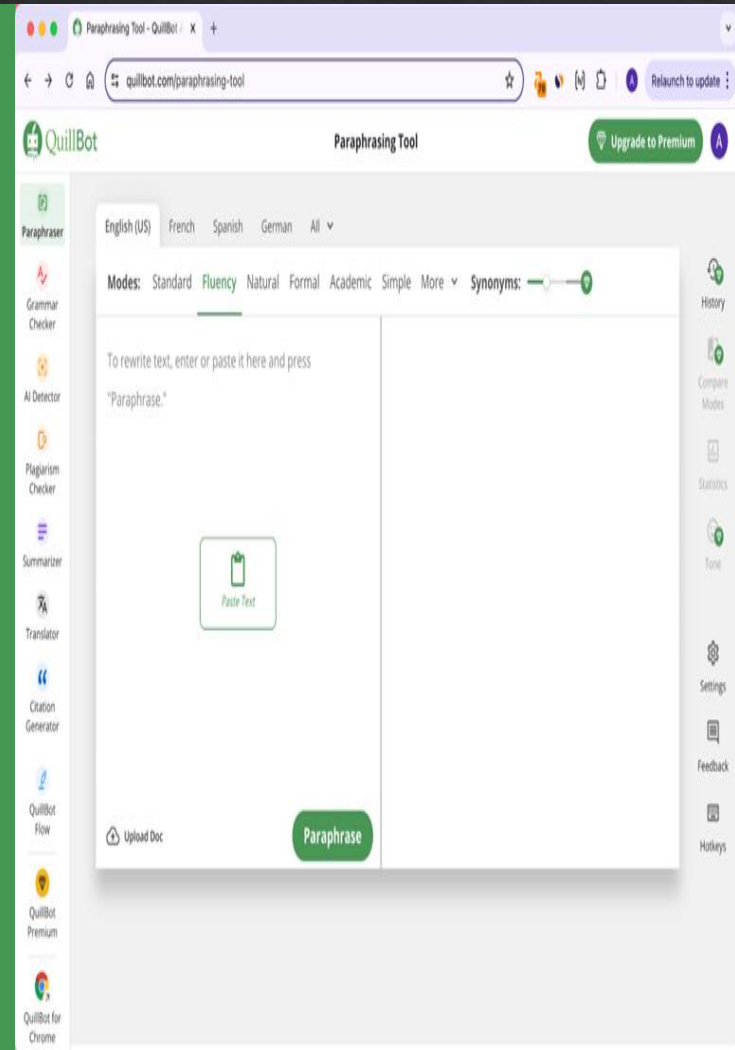
The Hearth of AI:Natural Language Processing

- ◇ Reduction of Language Barriers
- ◇ Text Analysis and Corrections
- ◇ Creating characters
- ◇ New perspectives
- ◇ Developments

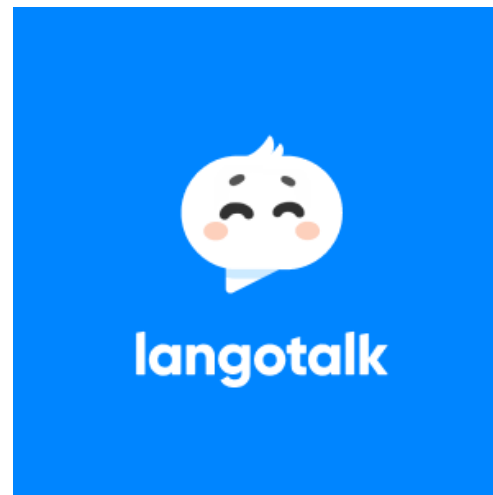
Reduction Language Barriers



The screenshot shows the Diglot AI Cowriter web application. On the left is a dark sidebar with navigation options: Home, Recent (listing 'Diglot AI Cowriter can help y...', 'Hello dear Steve', and 'Argumentative essay "Produ...'), Favorites (listing 'Cover Letters', 'My CV', 'Hello dear Steve', and 'HOW IT WORKS'), and a Pro plan status bar at the bottom showing '3959 words left' and a 'GET MORE WORDS' button. The main content area has a light background and is titled 'Diglot AI Cowriter can help you with'. It lists several features: 'I work in cooperation with other Diglot functions. If you need to write an essay:', 'Go to the Templates and select a necessary essay template.', 'Then go to AI Cowriter section and tell me topic of your essay.', 'Ask me to fill in the chosen template.', 'Finally, I will do all the work for you.', 'Give me tasks in native language, I will help you to solve any task.', 'Precision in writing', 'I can generate you every phrase with ideal grammar and spelling. Efficiency is my strong point, improving your writing workflow with smart suggestions. I can write you in any ton-of-voice style. I keep your content fresh and impactful. I enhance your writing experience, making it exciting.', 'Multilingual master', 'I break language barriers, and enable confident writing in multiple languages. Diglot has seamlessly integration with various applications, and I am your universal writing companion, helping you to write effortlessly in any app or browser anytime.', and 'Grammar excellence', 'I write with ideal grammar and spelling. I adapt to your unique style, ensuring efficiency in your writing workflow. The text I write for you will be perceived as a text written by a human. I am your Writing Buddy.' On the right, there is a chat interface with a 'Spanish & English' header. It shows a conversation with 'AI Cowriter' where the user asks '¿Cómo puedo ayudarte?' and the AI responds with '¡Claro que sí! Soy el AI Cowriter, su innovador aliado en la escritura.' followed by a prompt to 'Escribe un párrafo con un ejemplo de cómo puedes ayudarme'. A second message from the user says 'Buen, ahora escribe tres párrafos más sobre ti y cambia tu nombre a Writing Buddy.' and the AI responds with '¡Genial! Aquí tienes tres párrafos sobre Writing Buddy'. At the bottom of the chat is a 'Message to AI Cowriter' input field.



The screenshot shows the QuillBot Paraphrasing Tool web application. The browser address bar shows 'quillbot.com/paraphrasing-tool'. The page has a light green header with the QuillBot logo and a 'Paraphrasing Tool' title. A 'Relaunch to update' button is in the top right. Below the header, there is a sidebar on the left with various tools: Paraphraser, Grammar Checker, AI Detector, Plagiarism Checker, Summarizer, Translator, Citation Generator, QuillBot Flow, QuillBot Premium, and QuillBot for Chrome. The main content area has a light green background and a 'Paraphrasing Tool' title. It includes a language selector (English (US), French, Spanish, German, All) and a 'Modes' dropdown (Standard, Fluency, Natural, Formal, Academic, Simple, More). A 'Synonyms' slider is also present. The main text area contains the instruction 'To rewrite text, enter or paste it here and press "Paraphrase."' and a 'Paste Text' button. At the bottom, there is an 'Upload Doc' button and a large green 'Paraphrase' button. On the right side, there is a vertical sidebar with links to History, Compare Modes, Statistics, Tone, Settings, Feedback, and Hotkeys.



Reduction Language
Barriers

Creating Tourist Persona

- ◇ Creating different tourist personas with AI
- ◇ Improvement :
- ◇ Different types of tourists
- ◇ Customer segmentation
- ◇ Communication skills
- ◇ Problem solving and convince



Lily

Your friendly AI assistant



Lyle

Your no-nonsense AI assistant



Stella

Not "Your" AI assistant



Pair Programmer

Your programming AI assistant



Raiden Shogun and...

From Genshin Impact



SM64 Mario

The Italian plumber from Super Mario 64.



Napoleon Bonaparte

I am Napoleon Bonaparte emperor of french



Ship AI

Hello user, I am the AI in control of this spaceship. You can give me...

character.ai



Mark Zuckerberg

I co-founded facebook. I was- ... am human.



Psychologist

Someone who helps with life difficulties



Elon Musk

You're wasting my time. I literally rule the world.



Tony Stark

Genius, playboy, billionaire



Saul Goodman

Let justice be done though the heavens fall



Ship AI

Hello user, I am the AI in control of this spaceship. You can give me...



Michael Jackson

Michael Jackson sells vacuums now.



Napoleon Bonaparte

I am Napoleon Bonaparte emperor of french

Creating Tourist Persona

inworld

AI-driven virtual characters





★★★★★ 5.0

Michael Chen

Canada

Unforgettable Adventure

May 10, 2024

From start to finish, an unforgettable experience. The itinerary was perfect, accommodations were excellent, and the local insights made all the difference. Can't wait to book my next trip!



★★★★★ 5.0

Emma Rodriguez

Australia

Exceeded All Expectations!

May 5, 2024

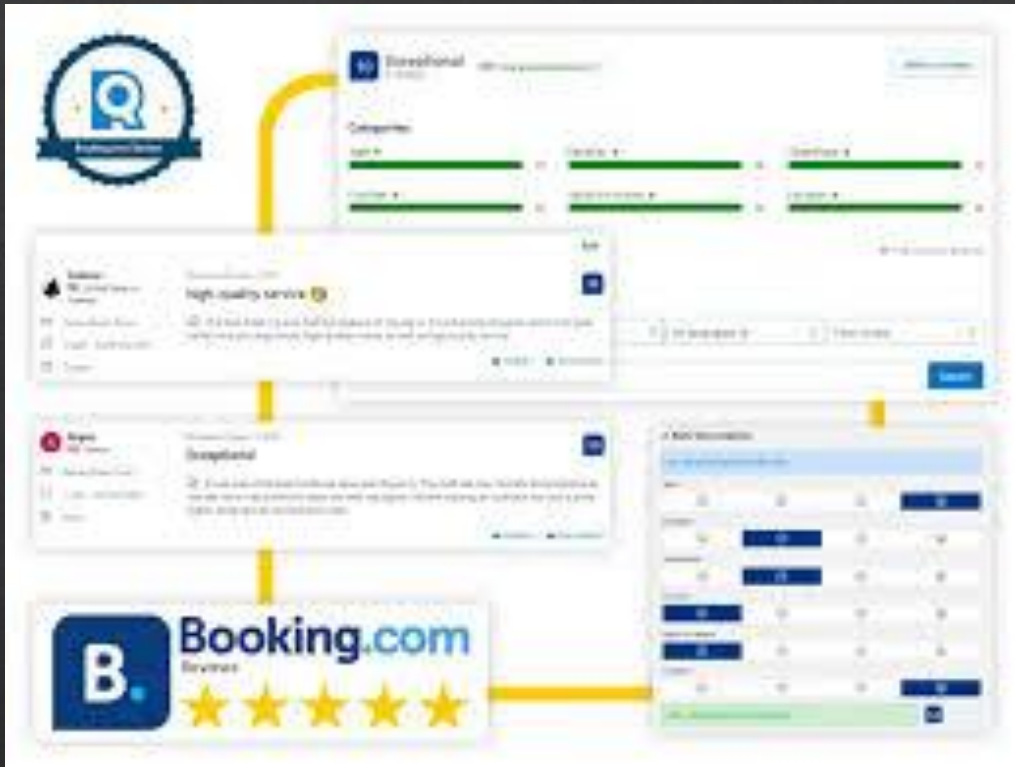
This tour exceeded all my expectations! Small group size, amazing activities, and the best tour guides. Every detail was taken care of. Worth every penny!



Data-Based Actions

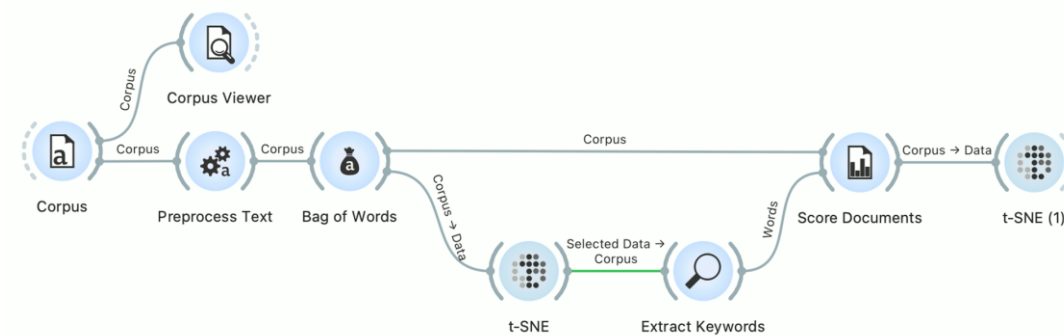
- ◇ Analysis of Online Generated Reviews
- ◇ Data based decisions and actions
- ◇ Analysis touristic behaviours from different cultures

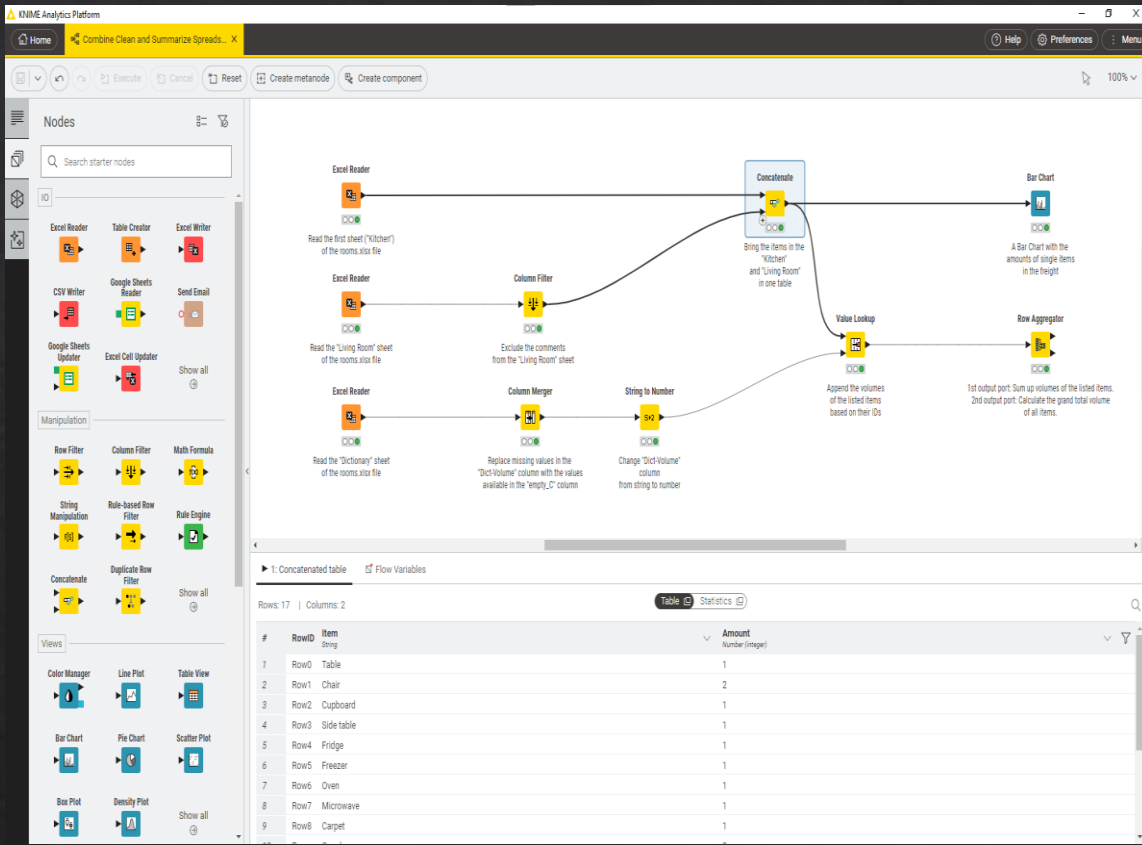
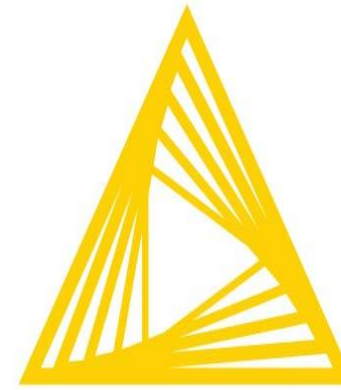






Voyant Tools





Open for Innovation

KNIME

Data Analysing Tools



	Review	Rating	Review_Length	Review_Word_Count	Tokens	Filtered_Tokens
0	nice hotel expensive parking got good deal sta...	4	593	87	[nice, hotel, expensive, parking, got, good, d...	[nice, hotel, expensive, parking, got, good, d...
1	ok nothing special charge diamond member hilt...	2	1689	250	[ok, nothing, special, charge, diamond, member...	[ok, nothing, special, charge, diamond, member...
2	nice rooms not 4* experience hotel monaco seat...	3	1427	217	[nice, rooms, not, 4, *, experience, hotel, mo...	[nice, rooms, experience, hotel, monaco, seatt...
3	unique, great stay, wonderful time hotel monac...	5	600	89	[unique, ,, great, stay, ,, wonderful, time, h...	[unique, great, stay, wonderful, time, hotel, ...
4	great stay great stay, went seahawk game aweso...	5	1281	191	[great, stay, great, stay, ,, went, seahawk, g...	[great, stay, great, stay, went, seahawk, game...

Sentiment Analysis Dashboard of Hotel Z

Number of Reviews
578

Average Rating Given
4.8

Distribution of Positive & Negative Sentiments

Sentiment	Percentage
POSITIVE	78.4%
NEGATIVE	21.6%

Excellent
 great place
 give
 always
 job
 service
 stars Name
 family
 especial food vacation
 really Everything
 thank
 Alfredo
 liked
 Going
 good
 Heading hotel
 coming

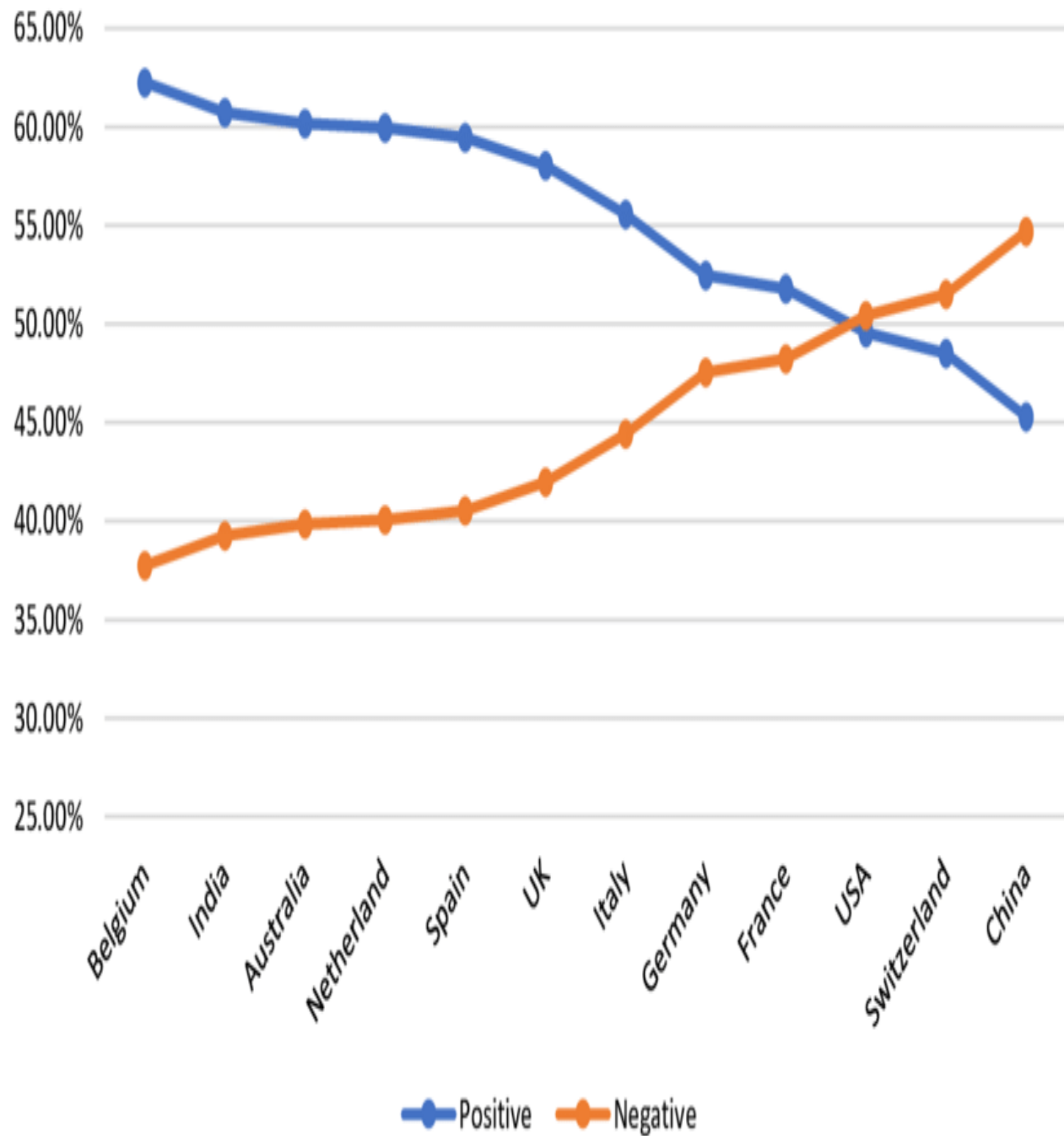
place
worst
went
Room
Spent
homeless
service
Member
clean
restaurant
time
customer
main
Part
downtown
water
guarantee
stayed
Unfortunatly
shelter
suffered
buffet
night
scam
th
ask
one
hotel
card
planning
Bad
Name

A bar chart comparing three metrics: Record Count (blue), positive_sentiments (orange), and negative_sentiments (green) across ten categories. The y-axis represents the count, ranging from 0 to 150. The categories are: Vacation..., Vacation..., Vacation..., Family, Vacation, Business..., Couple, Business, Friends, and Business... The first three 'Vacation...' categories show high record counts and positive sentiment, while the others show much lower values.

Category	Record Count	positive_sentiments	negative_sentiments
Vacation...	135	98	35
Vacation...	42	35	7
Vacation...	35	32	4
Family	12	11	0
Vacation	6	5	0
Business...	2	2	0
Couple	2	1	0
Business	1	1	0
Friends	1	1	0
Business...	1	1	0

The chart displays three data series over time from May 29 to June 28. The 'Record Count' (blue line) shows a significant peak of approximately 140 on June 3, followed by a sharp decline and a secondary peak of about 95 on June 8. The 'positive_sentiments' (teal line) also peaks around June 8 at approximately 95. The 'negative_sentiments' (pink line) shows a smaller peak of about 35 on June 3 and remains relatively low throughout the period, with a minor spike around June 28.

Date	Record Count	positive_sentiments	negative_sentiments
29 May	75	45	15
3 Jun	140	10	35
8 Jun	10	95	10
13 Jun	0	0	0
28 Jun	0	0	10



AI-Supported Multinational Group Work

- ◆ Designing tourism products and experiences
- ◆ Alternative tourism and sustainability
- ◆ Generating ideas with AI
- ◆ Writing text
- ◆ Creating Presentation
- ◆ Tourist Students Club



Prompt Management

- ◇ AI is universal
- ◇ **the skill of asking the right questions**
- ◇ Kernel + AI Cooperation
- ◇ Algorithmic thinking
- ◇ Evaluation of Communication



**Hugging
Face AI**



python

+ colab

 Claude

```
Python

import requests

# =====
# API CONFIGURATION
# =====

BASE_URL = "https://api.example.com/tourism/places"

headers = {
    "Authorization": "Bearer YOUR_API_KEY",
    "Accept": "application/json"
}

params = {
    "city": "Granada",
    "limit": 5
}

# =====
# FETCH DATA FUNCTION
# =====

def fetch_tourism_data():
    try:
        response = requests.get(BASE_URL, headers=headers, params=params)
```

+ Code + Text

ChatGPT

Connect + ⚙️

🔍

(4)

📄

```
import torch
tokenizer = torch.hub.load('huggingface/pytorch-transformers', 'tokenizer', 'bert-base-cased')

text_1 = "Who was Jim Henson ?"
text_2 = "Jim Henson was a puppeteer"

# Tokenized input with special tokens around it (for BERT: [CLS] at the beginning and [SEP] at the end)
indexed_tokens = tokenizer.encode(text_1, text_2, add_special_tokens=True)
```

Select prompt

1. Explain

Please provide a markdown formatted explanation of the following code snippet. This should include a detailed description of what the code does, its structure, how it works, and any notable features or functionality. Consider including examples and use cases to make your explanation clear and comprehensive

Submit ☒ Include code

ChatGPT 🤖

Explanation of code snippet

This code imports the torch library and loads a tokenizer model from the huggingface/pytorch-transformers library. The specific tokenizer model used is bert-base-cased. Then, two strings text_1 and text_2 are defined. The goal is to tokenize these strings, i.e., converting them to numerical representations. The tokenized input will have special tokens around it, which are [CLS] (beginning) and [SEP] (end) for the BERT model. Finally, the tokenizer.encode function is called with the two text strings as arguments, and the argument add_special_tokens=True to indicate the presence of special tokens. The result is stored in the indexed_tokens variable, which now contains the numerical representation of the input text.

Structure

- Import the torch library
- Load the bert-base-cased tokenizer model from the huggingface/pytorch-transformers library
- Define two text strings text_1 and text_2
- Call the tokenizer.encode function with the two text strings as arguments and add_special_tokens=True
- Store the result in the indexed_tokens variable

How it works

The tokenizer.encode function takes in text as input and converts it into numerical representations, also known as tokens. These tokens are used as input to pre-trained language models like BERT. The special tokens [CLS] and [SEP] are added to the input to indicate the beginning and end of a text sequence in BERT's input format.

Notable Features/Functionality

Prompt Management with Kernel and AI



Our Future!



GRACIAS!