

# Research on Application Modes of Generative AI in Hotel Service Situational English Teaching

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## Abstract

*With the in-depth integration of artificial intelligence technology and education and teaching, generative AI, boasting the advantages of intelligent interaction, content generation, scenario creation and personalized tutoring, has provided a brand-new approach for the teaching reform of applied professional English courses. As a highly job-oriented and applied course, hotel service English faces numerous drawbacks in traditional situational teaching, including monotonous teaching scenarios, insufficient interaction, lack of personalized instruction, and disconnection between practical training scenarios and actual job requirements. Taking scenario-based English teaching for hotel services as the research subject, this paper analyzes the existing pain points in current teaching based on the technical characteristics of generative AI. It constructs a generative AI-enabled teaching model tailored to hotel job demands, explores innovative paths for scenario teaching empowered by technology, and puts forward corresponding teaching implementation strategies and optimization suggestions. This study aims to break the limitations of traditional teaching, improve the practicality, pertinence and personalization of hotel service English teaching, promote the all-round improvement of students' professional English application competence and comprehensive professional literacy, and provide a reference for the teaching reform of English courses in tourism and hospitality majors.*

**Key words:** *generative AI; hotel services; situational English; English teaching models*

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## I. Introduction

In the era of digital education, artificial intelligence technology has deeply penetrated all teaching links of higher education and vocational education, driving the transformation of traditional teaching modes toward intelligence, contextualization and personalization. The Implementation Plan for the Digital Strategic Initiative in Higher Education issued by the Ministry of Education clearly proposes to advance classroom teaching reform and strengthen the cultivation of practical abilities of applied talents based on emerging technologies such as artificial intelligence and big data. As a core skill course for tourism management and hotel management majors, hotel service English is designed to cultivate students' English communication competencies in real workplace scenarios, including hotel front desk reception, housekeeping service, catering service and foreign guest complaint handling, which features prominent contextualization, practicality and professionalism.

Situational teaching method serves as the core approach in hotel service English teaching. By constructing workplace scenarios and simulating service procedures, it helps students integrate linguistic knowledge with practical job application. However, constrained by classroom time and space, teachers' energy and available teaching resources in traditional teaching practice, situational teaching often becomes formalistic. It is plagued by fixed scenario templates, homogenized interactive drills, insufficient personalized guidance, and low restoration of real workplace scenarios, making it difficult to meet the current demand of the hotel industry for diversified and high-quality foreign-related service talents.

As a new generation of artificial intelligence technology, generative AI boasts diverse functions including text generation, intelligent dialogue, scenario simulation, customized question bank creation, and real-time error correction and evaluation. It can break through many limitations of traditional situational teaching and provide dynamic, diversified and personalized teaching support for scenario-based hotel service English instruction. On this basis, this paper explores the application modes of generative AI in hotel service situational English teaching, reconstructs teaching procedures, enriches teaching scenarios, and optimizes teaching evaluation. It realizes the in-depth integration of technology and professional teaching and facilitates the cultivation of applied talents for foreign-related hotel services.[1]

## **II. The Adaptability Advantage of Generative AI in Enabling English Teaching in Hotel Service Scenarios**

### **2.1 Create diverse scenarios dynamically to meet the actual needs of the positions.**

Generative AI possesses powerful capabilities in content generation and scenario construction. It can dynamically create diversified teaching scenarios, including basic, complex and emergent scenarios, covering the full-range service procedures of hotel posts. It not only covers routine basic scenarios such as front desk reception, housekeeping service and catering service, but also intelligently generates complex and emergent scenarios involving foreign guest complaints, reception of special guests, emergency disposal and high-end customized services. Additionally, it can update novel service cases in real time in line with the latest development of the hotel industry, solving the problems of solidified and outdated teaching scenarios in traditional instruction. Meanwhile, generative AI can simulate dialogues of foreign guests with different nationalities, accents and communication styles, enabling students to experience diverse communication scenarios and improve their post adaptability.

### **2.2 Achieve personalized teaching and tutoring, taking into account the differential development of students**

Generative AI can customize personalized situational teaching plans based on students' English proficiency, learning weaknesses, and ability levels. For students with a weak foundation, it simplifies the difficulty of the scenarios and provides basic tutoring such as basic dialogue templates, pronunciation correction, and sentence pattern analysis. For advanced students, it sets up complex and unexpected scenarios and impromptu communication tasks to carry out advanced training. During the situational drills, AI can intelligently correct errors, provide real-time comments, and dynamically score students' oral expressions, grammar usage, and the standardization of service language in real time, accurately locate students' problems, achieve one-on-one immersive tutoring, and make up for the lack of personalized teaching in traditional classrooms.[2]

### **2.3 Enrich practical training teaching resources and create immersive practical training scenarios**

Generative AI can quickly generate a vast amount of practical training resources for hotel service English, including situational dialogue scripts, job service expressions, special practical training question banks, case analyses, and explanations of etiquette norms. This eliminates the need for teachers to spend a great deal of time collating materials, significantly reducing teachers' lesson preparation costs. At the same time, relying on the intelligent interaction function of AI, an immersive human-machine situational practical training scenario can be set up. Students can conduct one-on-one, multi-round situational dialogue drills with AI-simulated foreign guests at any time, breaking free from the time and space limitations of the classroom and enabling autonomous practical training around the clock. Compared with traditional mechanical rehearsals, AI interaction is random and dynamic, effectively training students' impromptu communication and on-the-spot response abilities.

### **2.4 Build a dynamic evaluation system to achieve accurate teaching feedback**

Generative AI can record students' learning data throughout the process of situational drills, including dialogue data, error points, and training duration, and create individual learning profiles for students. Based on big data analysis, it conducts comprehensive evaluations from multiple dimensions such as oral pronunciation, language standardization, situational response ability, service communication logic, and job fitness, breaking through the traditional single - evaluation model. At the same time, AI can generate real - time learning feedback reports, clarifying students' strengths and weaknesses, providing directions for students' self - improvement, and also offering data support for teachers to optimize teaching content, adjust teaching rhythm, and accurately carry out stratified teaching.

## **III. Construction of the Application Mode of Generative AI in the Teaching of English for Hotel Service Situations**

Combining the teaching objectives of hotel service English, job requirements, and the technical advantages of generative AI, an intelligent situational teaching model integrating "intelligent pre - class preview, in - class situational practical training, post - class personalized reinforcement, and intelligent evaluation throughout the process" is constructed. This realizes the technological empowerment of the entire teaching process and links up the entire chain of teaching, learning, practicing, and evaluating.[3]

### **3.1 Before class: Intelligent lesson preparation and personalized preview mode**

Before class: This stage relies on generative AI to optimize teaching resources and lay the groundwork for students' independent preview. According to the current teaching theme, teachers use AI to generate diversified situational cases, job expressions, preview question banks, and basic knowledge point analyses that are suitable for the teaching content, replacing the traditional fixed teaching materials and enriching the dimensions of teaching content. At the same time, based on the students' past learning data in the class, AI intelligently divides students into different ability levels and pushes differentiated preview tasks to students at different levels. Students with a weak foundation focus on memorizing words, reciting basic sentence patterns, and previewing simple situational dialogues. Students with better abilities focus on advanced preview content

such as scene prediction, expression optimization, and thinking about unexpected situations. After students complete the preview tasks through the AI platform, the system automatically generates a preview report, reflecting students' preview difficulties and weak knowledge points, providing a basis for teachers' precise in-class teaching and enhancing the pertinence of classroom teaching.

### 3.2 During class: Immersive situational interaction practical training mode

In-class teaching is the core part of situational teaching. Relying on generative AI, an immersive practical training classroom with human-machine collaboration and multi-way interaction is set up to reconstruct the traditional in-class practical training process. Firstly, teachers, combining the pre-class preview data and focusing on the common difficulties of students, use AI to create core teaching scenarios, carry out collective scenario explanations and demonstration drills, and clarify the job service process, standard expressions, and communication skills. Secondly, hierarchical situational practical training is carried out. Students at the basic level participate in AI-based basic scenario simulated dialogues to consolidate basic service expressions. Advanced students participate in complex and unexpected scenario drills, simulating scenarios such as foreign guests' complaints and special-demand docking to exercise their on-the-spot response ability. During the practical training, AI captures students' dialogue problems in real-time, corrects errors and gives comments immediately, and optimizes students' language expressions and service logic simultaneously. Finally, teacher-student and student-student peer-evaluation sessions are set up. Combining with the results of AI intelligent evaluation, a classroom summary and review are carried out to deepen students' understanding of the application of English in job scenarios.

### 3.3 After class: Personalized reinforcement and independent improvement mode

After class, relying on generative AI, teaching can be extended, addressing the problems of homogenization and lack of pertinence in traditional after-class training. Based on the analysis of students' in-class practical training data, AI accurately identifies the weak points of each student and customizes personalized after-class training tasks. For students with non-standard pronunciation, special pronunciation training is pushed. For those with weak situational response abilities, various unexpected job scenarios are randomly generated for students to practice repeatedly. For students with non-standard expressions, analysis of standard job expressions and imitation writing training are pushed. At the same time, an AI-based all-day platform is set up. When students encounter confusion about knowledge points or difficulties in situational dialogues after class, they can ask questions at any time. AI answers in real-time and provides dynamic guidance, breaking the time and space limitations of after-class learning and enabling continuous improvement of students' abilities. In addition, AI regularly summarizes students' training data and generates periodic growth reports to help students clearly understand their own progress tracks.

### 3.4 Throughout the process: Intelligent and diversified evaluation mode

Construct a trinity dynamic evaluation system throughout the whole process, which combines "AI intelligent evaluation + teacher comprehensive evaluation + student peer-evaluation". AI is responsible for data-based evaluation throughout the process, covering quantitative indicators such as students' pre-class preview effects, in-class situational dialogue performance, oral pronunciation accuracy, expression standardization, situational response ability, and the quality of after-class training completion. Teachers conduct comprehensive evaluations by integrating qualitative aspects such as students' in-class performance, professional qualities, and service etiquette, making up for the deficiencies of AI's purely quantitative evaluation. Through the peer-evaluation session, students exchange experience in situational drills and learn from each other. The combination of the evaluation results of the three parties forms a comprehensive and three-dimensional teaching evaluation result, completely changing the traditional single final-exam assessment mode. At the same time, teaching plans are dynamically adjusted based on the evaluation data to achieve a closed-loop teaching of "promoting teaching and learning through evaluation".

## **IV. Implementation Guarantees and Optimization Strategies for the Generative AI Teaching Model**

Generative AI provides a new path for the innovation of English teaching in hotel service scenarios, effectively making up for the problems in traditional situational teaching such as single-scenario, lack of personalization, and weak practical training effects. However, there are still some practical issues when integrating technology into teaching, including insufficient digital literacy of teachers and students, the mere formality of AI-based teaching applications, insufficient job-adapted resources, an imperfect evaluation system, and data and ethical risks. To ensure the long-term implementation of the intelligent teaching model and effectively improve the effectiveness of education, it is necessary to construct an implementation guarantee system from five aspects: literacy construction, teaching concepts, resource construction, evaluation mechanisms, and standardized management, and put forward targeted optimization strategies.[4]

4.1 Improve the digital literacy of teachers and students to lay a solid foundation for the implementation of intelligent teaching.

The digital literacy of teachers and students is a fundamental condition for the smooth implementation of the AI - based teaching model. At present, some teachers have limited intelligent teaching capabilities and insufficiently utilize teaching functions of generative AI such as situational creation, learning situation analysis, and oral error correction, making it difficult to fully leverage the advantages of technological empowerment. Meanwhile, students generally have problems such as over - reliance on AI and blindly copying the generated content, lacking independent practice and independent thinking, which is not conducive to the long - term improvement of language abilities.

In response, educational institutions need to establish a regular digital training mechanism. Special teaching training on generative AI for hotel English teaching scenarios should be carried out to improve teachers' abilities in intelligent teaching design, resource refinement, and hierarchical teaching. At the same time, a teaching and research exchange platform should be set up to promote the sharing of AI - based teaching experience and teaching innovation. For students, courses on digital literacy guidance should be offered to clarify the usage norms of AI tools, guide students to use them as auxiliary tools for error - correction practice, situational practical training, and filling knowledge gaps, and help students establish an autonomous and rational concept of intelligent learning.

4.2 Return to the essence of classroom teaching and build a new pattern of human - machine collaborative teaching.

Generative AI is merely a teaching aid and cannot completely replace the leading role of teachers in teaching. Hotel service English teaching not only includes language skill training but also covers the cultivation of humanistic aspects such as service etiquette, professional qualities, and communication mindsets, which cannot be achieved through mechanical AI training. In teaching practice, we need to avoid over - reliance on technology and the weakening of teacher - student interaction, and always adhere to the teaching principle of "teacher - led, student - centered, and AI - assisted".[5]

Teachers should base themselves on the essence of teaching and assume the core tasks of teaching design, classroom guidance, and quality control. Before class, teachers should manually review the situational materials and dialogue scripts generated by AI and eliminate content that does not meet industry standards. During class, relying on AI to complete students' situational practical training, teachers should focus on providing manual guidance and review in dimensions such as students' service etiquette, on - the - spot response, and communication logic. After class, teachers should carry out hierarchical tutoring in combination with AI - based learning situation data. By constructing a human - machine collaborative model of "AI intelligent practical training + teacher humanistic guidance", a balance can be struck between technology application and the essential task of educating students in the classroom.

4.3 Iterate job - adapted resources and improve the intelligent teaching resource system

The teaching resources produced by general - purpose generative AI have problems such as outdated scenarios, non - standard expressions, and lack of high - end foreign - related scenarios. There is a gap between these resources and the actual needs of modern hotel positions. Moreover, the resources are mostly fragmented and lack a systematic practical training system, making it difficult to support progressive classroom teaching. Therefore, continuously iterating professional and job - specific intelligent teaching resources is the key to optimizing the AI - based teaching model.

Educational institutions can rely on generative AI to build an exclusive situational resource library for hotel service English, covering all job scenarios such as front - desk reception, food and beverage service, housekeeping service, foreign guests' complaints, and high - end customized services. In cooperation with hotel industry experts and enterprise practitioners, review and optimize the expressions, cases, and situational scripts generated by AI to ensure that the resources are standardized and in line with the latest industry service standards. At the same time, according to the students' learning gradients, build a hierarchical and systematic practical training resource system to achieve an accurate connection between teaching content and job requirements.

4.4 Improve the diversified evaluation mechanism to achieve closed - loop optimization of teaching

The traditional evaluation methods for hotel English teaching are single - dimensional, mainly relying on end - of - term summative assessments. Moreover, a simple AI - based intelligent evaluation only focuses on quantitative indicators such as oral accuracy and grammatical correctness, and cannot effectively evaluate students' comprehensive professional abilities such as service awareness, communication appeal, and on - the - spot response. To achieve a comprehensive and objective teaching evaluation, it is necessary to construct a diversified and integrated evaluation system throughout the whole process.

Rely on generative AI to track all kinds of data of students' preview, situational drills, and after - class practical training, form a quantitative learning situation file, and accurately assess students' weaknesses in language skills. Teachers conduct qualitative evaluations based on students' in - class performance, service etiquette, and professional qualities to make up for the one - sidedness of AI evaluation. At the same time, incorporate student peer - evaluation and job - simulation assessments to form a diversified evaluation model of "AI quantitative evaluation + teacher qualitative evaluation + student peer - evaluation + job assessment". Dynamically adjust teaching content and teaching rhythm based on the evaluation data to form a complete teaching closed - loop, and achieve the promotion of teaching and learning through evaluation.

#### 4.5 Standardize the management of technological applications and build a solid defense line for data security and ethics

During the application of generative AI in teaching, there are ethical and security risks such as deviations in AI - generated content, students' abuse of tools, and leakage of learning data. Without standardized management, these risks can affect teaching quality and give rise to teaching - related risks. Therefore, it is necessary to establish a sound management system and ethical norms to ensure the safe and orderly operation of the AI - based teaching model.

On the one hand, clarify the boundaries of AI - based teaching applications. Teachers are required to manually verify all AI - generated teaching materials to prevent incorrect and non - standard content from entering the classroom. On the other hand, improve the security management system for students' learning data, standardize the processes of data collection, storage, and use, and protect students' privacy. At the same time, establish a regular teaching supervision mechanism to promptly correct problems such as the abuse of technology and formalistic teaching, ensuring that generative AI can stably, standardly, and efficiently empower the reform of English teaching in hotel service scenarios.

### V. Conclusion

The integration of generative artificial intelligence and English teaching in hotel service scenarios is an inevitable trend in the digital reform of applied English teaching. It can effectively solve core problems in traditional teaching, such as fixed - scenarios, lack of personalization, weak practical training, and single - evaluation. The four - in - one application model constructed in this paper, which includes "pre - class preview, in - class practical training, after - class reinforcement, and whole - process evaluation", fully utilizes the technical advantages of generative AI in situational creation, personalized tutoring, and data - based evaluation, achieving an intelligent, precise, and immersive upgrade of English situational teaching in hotel services. This model can not only enrich teaching scenarios, optimize the teaching process, and improve teaching efficiency and quality, but also effectively cultivate students' ability to apply English in job positions and their on - the - spot service response ability, meeting the training needs of foreign - related service talents in the hotel industry.

Against the backdrop of the continuous development of digital education, educational institutions need to continuously deepen the integration of technology and teaching, constantly optimize the application model of generative AI in teaching, balance the relationship between technological empowerment and the essence of teaching, improve the teaching guarantee system, continuously iterate teaching content and forms based on job requirements, promote the high - quality development of hotel service English teaching, and cultivate more high - quality, applied foreign - related service talents for the cultural tourism and hotel industry.

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