



Ethical AI in Tourism:

Shaping the Future of VET for Gen Z and Beyond

The tourism sector is undergoing significant transformations due to rapid technological advancements, particularly in artificial intelligence (AI). As the industry seeks to adapt to these changes while ensuring ethical practices, Erasmus+ projects like the "Ethical AI and Data in Tourism" (EthAI Tour, Project Number: 2023-1-EL01-KA220-VET-000158840) are essential to preparing future professionals. The project, which aims to promote the ethical use of AI in the tourism industry, directly aligns with the upcoming EfVET 2024 Conference theme, "Training Gen Z: new horizons for VET." The convergence of AI, ethics, and vocational education and training (VET) is a key topic for addressing the future of work for both Generation Z and the upcoming Generation Alpha.

Adapting VET to Emerging Technologies

The EthAI Tour project responds to the urgent need for ethical AI in a digitally transforming tourism sector. Through its innovative curriculum and training tools, it equips learners with knowledge and skills to navigate the ethical considerations of AI while fostering responsible use of digital technologies. This project provides a timely response to the European Commission's emphasis on promoting trustworthy AI, as detailed in the Ethics Guidelines for Trustworthy AI, and supports Europe's broader digital transition goals under the Digital Decade strategy.

One of the most significant challenges in modern vocational education is preparing learners for the evolving demands of the labour market. Gen Z, a tech-native generation, requires advanced digital skills to succeed in their careers. The EthAI Tour project, therefore, aims to address this challenge by integrating AI ethics into the VET curriculum, ensuring that students are not only skilled in technology but also grounded in ethical considerations relevant to the tourism industry.

EthAI Tour Project Objectives

The EthAI Tour project seeks to address the growing need for responsible and ethical use of artificial intelligence (AI) in the tourism industry. With the increasing integration of AI into tourism services, there is a pressing demand to ensure that AI is used in a way that is transparent, fair, and trustworthy. The project's primary objective is to provide vocational training tailored to both VET trainers and learners, equipping them with the skills and knowledge needed to implement ethical AI practices in their professional environments.

The EthAI Tour project focuses on several key goals:

- **Raise awareness about the ethical implications of AI in tourism:** It aims to educate both students and industry professionals on the ethical challenges posed by AI, such as bias, privacy, and transparency.
- **Develop a robust methodological framework:** This framework will guide VET institutions in integrating ethical AI considerations into their curriculum, ensuring that learners are prepared for the challenges of the digital transformation.
- **Create a sustainable, Moodle-based training platform:** By developing accessible digital tools, the project ensures that training materials are available to a wide range of learners across Europe, fostering digital literacy and ethical awareness in the tourism sector.
- **Align with European standards:** The project also contributes to the European Union's goals by promoting ethical AI, in line with the EU's Ethics Guidelines for Trustworthy AI, and supports wider initiatives like the Digital Decade and the EU Pact for Skills.

As the tourism industry continues to evolve, the ethical use of AI will become increasingly vital. The EthAI Tour project represents a forward-thinking initiative that equips VET learners and professionals with the skills and knowledge necessary to navigate the ethical challenges posed by AI. Through its comprehensive training programmes, methodological framework, and commitment to ethical principles, the project is set to make a significant impact on the future of tourism in Europe and beyond.

The long-term benefits of the **EthAI Tour project** will extend far beyond the immediate participants, influencing tourism practices and policies across Europe. By fostering a culture of ethical AI use, the project contributes to a more inclusive, sustainable, and competitive tourism sector, ensuring that Europe remains a global leader in both innovation and ethical standards.

If you want to know more about the EthAI Tour project, visit our website: [www.ethaitour.eu](https://ethaitour.eu)