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INTRODUCTION

The hospitality, tourism, and events industries are experiencing a paradigm shift driven by wellness practices, sustainability initiatives, and emerging technologies. Today's consumers increasingly seek experiences that support their physical, mental, and emotional well-being, aligning with cultural authenticity and environmental responsibility. Preparing students for these evolving expectations requires a holistic educational approach emphasizing wellness technology, sustainable tourism, and immersive event destination design.

RESEARCH QUESTIONS

- How can holistic curriculum frameworks prepare students for wellness-integrated hospitality careers?
- What competencies are essential for future-ready professionals in wellness technology and sustainable tourism?
- How can experiential learning bridge wellness, technology, and destination management education?

RESEARCH OBJECTIVE

This study develops a holistic curriculum framework for hospitality and event management programs that cultivates adaptability, cultural fluency, and technological proficiency. The framework prepares students as "future-ready" professionals capable of innovating and leading in wellness technology, sustainable tourism, and event destination management.

LITERATURE REVIEW

Wellness Technology in Hospitality

Smart environments with circadian lighting, air purification, and biometric integration enable personalized guest experiences. Wellness apps and data analytics anticipate guest needs while touchless technologies ensure safety (Global Wellness Institute, 2023).

Tourism in a Holistic Context

Wellness tourism encompasses yoga retreats, medical travel, and digital detox experiences. Sustainable ecotourism practices prioritize environmental stewardship and community well-being. Destination management strategies strike a balance between visitor demand and sustainability goals (UNWTO, 2024).

Event Destinations

Hybrid event technology, including VR/AR and live streaming, reshapes events. Multi-sensory wellness-integrated experiences incorporate wellness breaks and healthy F&B. Sustainable design focuses on carbon offsetting and eco-friendly venues (Buhalis & Sinarta, 2019).

FRAMEWORK OUTCOME

Attendees will explore models, case studies, and curriculum tools that support future-ready learning. Participants receive a sample "tool-kit" of classroom activities adaptable to their institutions.

PROPOSITION/HYPOTHESIS

H1: Holistic curriculum integrating wellness technology, sustainable tourism, and event management improves student preparedness for emerging industry roles.

H2: Experiential learning in wellness-focused hospitality education enhances student competencies in innovation, cultural fluency, and technological proficiency.

H3: Students with integrated wellness curricula demonstrate higher readiness for careers as Wellness Destination Managers, Event-Wellness Coordinators, and Hospitality Technology Specialists.

METHODS

Curriculum Development

Design integrated modules covering wellness technology, sustainable tourism, and event destination management
 Align learning outcomes with industry competency requirements.

Experiential Learning

Implement industry case studies and real-world projects
 Establish partnerships with wellness-focused hospitality organizations

Faculty Resources

Create adaptable tool-kits with classroom activities and curriculum templates.



ANTICIPATED IMPLICATIONS

- For Faculty: Actionable strategies to embed emerging industry practices into course design and classroom activities.
- For Students: Practical skills for careers as Wellness Destination Managers, Event-Wellness Coordinators, and Hospitality Technology Specialists.
- For Industry: Pipeline of graduates prepared to drive innovation, prioritize wellness, and sustain destinations responsibly.
- For Education: Supports the IAEE 2025 theme by preparing future-ready professionals who innovate, inspire, and prepare..

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