START HERE!

BE FUTURE READY

PRINCIPLES OF HOSPITALITY, EVENTS, AND TOURISM

COURSE GUIDE

NOTE: *Please email support@naf.org if you notice any broken links or have feedback you'd like to share. If you'd like to receive an email when we make changes to this unit, click here.*

COURSE OVERVIEW

NAF's Principles of Hospitality, Events, and Tourism is a foundational course that provides students with an introduction to the dynamic world of hospitality, events, and tourism, exploring how these interconnected industries shape modern travel and guest experiences. Students will explore the four primary sectors of the industry, analyzing current trends, technological advancements, and sustainability practices that shape modern guest experiences. Throughout the course, students will gain practical insights into industry operations while developing critical thinking and professional skills essential for success in this rapidly evolving field.

The anticipated time needed to deliver this unit is 62-72 class periods at 50 minutes per period. Extension activities are included in each lesson plan for those academies who are on a block schedule to use this as a full semester course.

The **scope and sequence** document will provide an overview of each lesson, including the estimated number of class periods and the learning objectives. In addition to **Google Slides, bell ringers, exit tickets, engaging activities and formative assessments** are included in each lesson to pique student interest and gauge student understanding. **Annotated notes and scripts** are provided for teachers to help guide discussion throughout each lesson. A **test bank of questions** is provided for each unit and can be used to create an end-of-course assessment. There is an **Authentic Learning Project, which spans four to ten 50-minute periods.** Students will select a project from a choice board and work individually or in small groups to develop a real-world solution, concept, or creative product that addresses challenges and opportunities in the hospitality and tourism sector.

Supported by Marriott, NAF developed this course in collaboration with experts in the industry, post-secondary institutions, as well as alumni and educators from NAF Hospitality and Tourism academies:

- Kristy Estok - Lee County High School, NC
- Jeremy Ledlow - Warren Easton Charter High School, LA
- Lakeshia McMullen - Miami Norland High School, FL
- Sherece White - National Academy Foundation Academy of Hospitality and Tourism, MD
- India Williams - River Terrace Education Campus, DC

AI was used as a collaborative tool to develop some of the lesson resources and annotations.

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COURSE TIMELINE

This timeline is adaptable to meet the needs of your learners; you can split or combine activities within this unit, depending on your school's schedule or if you plan to build in time for extended activities, work-based learning opportunities, or authentic project learning opportunities (like the course culminating project or a NAF Expedition).

UNIT	Unit 1			Unit 2		Unit 3		Unit 4		Unit 5	Unit 6
Lessons	1	2	3	4	5	6	7	8	9	10	11
# of days (50 min periods)	4	4	3	10	8	8	4	5	2	9	4-10

COURSE OBJECTIVES

See Scope & Sequence for the full course objectives.

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LEARNING PRINCIPLES & OUTCOMES

This course framework integrates evidence-based pedagogical approaches grounded in NAF's Curriculum Principles and contemporary learning theory. The design enables educators to create meaningful learning experiences that enhance student comprehension, engagement, and career readiness through:

- **Differentiated instruction** that personalizes the learning environment to meet diverse student needs
- **Experiential learning opportunities** through work-based learning activities (See our **WBL site** for downloadable resources supporting educators, industry partners, and students across the complete WBL continuum)
- **Critical thinking development** through structured student reflection and self-assessment practices
- **Real-world application** by connecting academic content to current industry practices and career pathways
- **Cross-cultural learning opportunities** that integrate multiple perspectives and backgrounds to support all learners
- **High-impact practices** featuring authentic, rigorous projects that strengthen students' career identity and professional aspirations

All learning outcomes listed for each lesson are aligned to the Hospitality, Events & Tourism career cluster with cross-cutting clusters Marketing & Sales and Management & Entrepreneurship.

Implementation Note: These units, lessons, and activities are designed for flexibility—adapt them to match your students' academic readiness levels and local context. This career-connected approach combines interactive pedagogical strategies with industry-relevant content to maximize both student engagement and learning outcomes.

Remember to tailor these units, lessons, and activities to the specific needs and knowledge level of your students. Career-connected education is crucial, and interactive activities can help reinforce important concepts while keeping students engaged.

NOTE: See Directions to Copy or Download Unit Materials.pdf ***to download this entire unit to your desktop or make a copy for your Google Drive. (Please do not "Request Edit Access.")***

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DIFFERENTIATION STRATEGIES

A variety of instructional strategies are incorporated into the lesson plans throughout this course. As a teacher, you know what activities work best in your classroom, so don't be afraid to alter the lesson plans to fit the needs of your students. If you need some inspiration or help in doing this, try using AI (Chat GPT, Claude, Gemini, or your favorite AI platform) to adjust the provided activities to better fit your needs.

For Diverse Learning Needs:

- **Multiple Intelligence Integration**: Incorporate visual, auditory, kinesthetic, and interpersonal learning approaches through varied project formats
- **Tiered Assignments**: Provide basic, intermediate, and advanced versions of projects based on student readiness and interest levels
- **Choice Boards**: Offer students options in how they demonstrate understanding (presentations, written reports, creative projects, digital media)
- **Collaborative Learning**: Utilize peer tutoring, group projects with defined roles, and cooperative learning structures
- **Technology Integration**: Leverage educational apps, virtual reality experiences, and online simulation tools to accommodate different learning preferences

Enrichment Opportunities:

- **Advanced Case Study Analysis**: Challenge high-achieving students with complex, multi-faceted industry scenarios requiring critical thinking and problem-solving
- **Leadership Roles**: Assign students to mentor peers, lead project teams, or serve as liaisons with industry partners
- **Competition Participation**: Encourage involvement in DECA, FCCLA, or other career and technical student organizations
- **Independent Research Projects**: Support student-driven investigations into emerging industry trends, sustainability practices, or innovative business models
- **Entrepreneurship Extensions**: Guide students in developing their own hospitality-related business concepts or social enterprises

Support Strategies:

- **Scaffolded Learning**: Break complex projects into manageable steps with checkpoints and feedback opportunities
- **Visual and Graphic Organizers**: Provide templates, flowcharts, and concept maps to support organization and planning
- **Real-World Connections**: Consistently link classroom concepts to familiar experiences and current events in the hospitality industry

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ASSESSMENT OF STUDENT LEARNING

Each lesson in this course includes varied activities that do double duty: they engage students in learning while giving you natural opportunities to see what they understand. Since students show their knowledge in different ways, we've built assessment right into the activities (including bell ringers & exit tickets) rather than saving it for a separate test or quiz.This means you can see how students are doing as they learn, adjust your teaching on the spot, and give every student a chance to demonstrate their understanding in ways that work for them. Assessment becomes part of learning, not something that interrupts it. We've also included test banks for each unit as an additional resource. While these can be helpful tools, we encourage you to use them alongside the varied assessment opportunities built into the lessons rather than as your primary method of evaluation.

Additional Formative Assessment Strategies:

- **Digital Portfolios**: Students curate ongoing collections of work, reflections, and learning artifacts throughout the unit
- **Peer Evaluations**: Implement structured peer review processes for group projects and presentations
- **Industry Simulation Performance**: Assess student performance in role-playing scenarios and mock business operations
- **Checkpoint Conferences**: Conduct brief individual meetings to discuss progress, challenges, and goal-setting
- **Learning Journals**: Regular written reflections connecting new learning to personal experiences and career interests

Summative Assessment Options:

- **Exams -** Use the test banks provided in each unit to create quizzes or unit or end-of-course tests
- **Culminating/Capstone Projects**: Major projects that synthesize learning from across multiple units
- **Performance-Based Assessments**: Evaluate students through practical demonstrations of hospitality skills and knowledge application
- **Case Study Analysis**: Present students with real industry challenges requiring analysis, solution development, and presentation
- **Professional Presentation Portfolio**: Students present their learning journey, career insights, and future goals to industry professionals
- **Collaborative Group Projects**: Team-based assessments that mirror industry collaboration requirements
- **Peer Teaching Opportunities**: Students demonstrate mastery by teaching unit concepts to younger students or community groups

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AI TIPS

AI is like having a knowledgeable colleague available 24/7 who can help you brainstorm, research current trends, and adapt materials - but your expertise, relationship with students, and understanding of local context remains irreplaceable.

- **Start small:** Try one simple prompt like asking for current industry examples, see how helpful it is, then gradually explore more features.
- **It's a collaboration, not a replacement:** AI can generate ideas and content, but you decide what fits your classroom, students, and community.
- **Emphasize the human element:** The hospitality industry is fundamentally about human connection - AI can help you ideate and prepare lessons, but the relationship-building, mentoring, and real-world wisdom you (and your local industry partners) provide is what truly prepares students for success.

FOR TEACHER USE:

- **To differentiate a particular lesson, try prompts like:**
  - "Take this lesson plan and create three versions: one for students who need more support, one at grade level, and one for advanced students who want additional challenges." (Copy and paste the lesson plan into the chat)
  - "My students include English language learners. How can I modify this hospitality lesson to be more accessible while maintaining the key learning objectives?" (Copy and paste the lesson plan into the chat)
  - "I'm teaching a lesson on [hospitality topic] but some of my students have never [traveled or stayed in hotels, etc.]. Can you help me modify this lesson to use local, familiar examples they can relate to? Please suggest ways to connect hospitality concepts to experiences they might have at local restaurants, community events, school functions, or places they visit in our area."
  - "How can I help students understand [specific hospitality concept] by comparing it to customer service experiences they have at places like grocery stores, fast food restaurants, or retail shops?"
  - "Create analogies that connect hotel operations to running a household or school activities that students already understand."
  - "Suggest virtual field trip ideas or videos that can give students exposure to hospitality settings they haven't experienced firsthand."

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- **To create additional extension activities or assessment options, try prompts like:**
  - "Create 3 hands-on project ideas that connect this lesson to real-world hospitality careers students could pursue after graduation."
  - "Design a community service project related to this hospitality topic that students could complete in partnership with local businesses."
  - "Create authentic assessment ideas for this lesson that mirror what professionals actually do in the hospitality industry."

FOR STUDENT USE:

Ethical AI Integration:

- **Transparency Requirements**: Students must clearly identify when and how AI tools were used in their work, promoting academic integrity
- **AI as Research Assistant**: Teach students to use AI for brainstorming, initial research, and concept exploration while maintaining critical evaluation of AI-generated content
- **Prompt Engineering Skills**: Develop student ability to craft effective prompts that yield useful, relevant results for hospitality industry applications
- **Fact-Checking Protocols**: Emphasize the importance of verifying AI-generated information through credible industry sources

Practical Applications:

- **Industry Trend Analysis**: Use AI to help students identify emerging trends in hospitality, events, and tourism
- **Customer Service Scenario Development**: Generate realistic customer interaction scenarios for role-playing exercises
- **Market Research Support**: Assist students in analyzing tourism data, customer demographics, and industry statistics
- **Content Creation Enhancement**: Support students in developing marketing materials, social media content, and presentation materials while maintaining originality

Critical Thinking Development:

- **AI Limitations Discussion**: Regularly address what AI cannot do, including understanding human emotions, cultural nuances, and real-time industry dynamics

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- **Human Skills Emphasis**: Highlight irreplaceable human skills in hospitality such as empathy, cultural sensitivity, creative problem-solving, and authentic relationship building
- **Ethical Considerations**: Discuss privacy concerns, bias in AI systems, and the importance of human oversight in hospitality decision-making

Professional Preparation:

- **Industry AI Applications**: Explore how AI is currently being used in hotels, event planning, and tourism (chatbots, personalization, predictive analytics)
- **Future Skills Development**: Prepare students for a workforce where AI collaboration is standard while maintaining essential human-centered service skills
- **Responsible Innovation**: Encourage students to think about ethical AI implementation in their future hospitality careers

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RECOMMENDATIONS FOR FOLLOW-UP COURSES

AoHT Program of Study

Principles of Hospitality, Events & Tourism → Delivering Great Customer Service → Hospitality Marketing → Event Planning

Mix & Match Courses & Experiences to Fit the Needs of Your Community & Students:

- Other NAF courses (Professional Ethics, Entrepreneurship)
- Cambridge Travel & Tourism courses
- AHLEI Hospitality & Tourism Management Program
- NFTE Entrepreneurship courses & experiences
- Junior Achievement Entrepreneurship experiences
- Other state-approved H&T, entrepreneurship, finance, culinary programs

Certifications: AHLEI Guest Service Gold, AHLEI HTMP, ServSafe, Certiport Entrepreneurship (ESB), Project Management

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RECOMMENDATIONS FOR INDUSTRY CERTIFICATIONS

These industry-based certifications (IBC) have been selected for their alignment with AOHT program objectives and potential to enhance student career preparation. Where applicable, these certifications may also fulfill state IBC requirements. This curated list provides recommendations based on content alignment and does not represent all available certification options.

Certification Name (Provider)	How This Course Can Lead to Certification
Guest Services Gold (AHLEI)	Students taking this course will begin to develop the competencies needed to prepare for this certification exam. While students can take this exam at the conclusion of this course, it is recommended that students wait until taking the NAF Delivering Great Customer Service course, the AHLEI Guest Service Gold Tourism online program, and/or using the AHLEI certification preparation exams before making their first attempt at this certification.
Hospitality & Tourism Management Specialist certification (AHLEI)	Students in an AOHT pathway may be well-positioned to take and be successful on this certification exam closer to graduation. Please note that this credential requires 100 hours of work or volunteer experience in a hospitality or guest services role.
ServSafe Food Handler certification (ServSafe)	This course alone will not appropriately prepare students for this certification, however the integration of this course, alongside courses in the culinary sector, can help give students the knowledge and experience needed to be ready for this exam.
Entrepreneurship & Small Business (ESB) (Certiport)	This course alone will not appropriately prepare students for this certification, however the integration of this course, alongside courses like NAF Entrepreneurship, NFTE and/or Junior Achievement programs can help give students the knowledge and experience needed to be ready for this exam.
Project Management Ready (PMI)	This course alone will not appropriately prepare students for this certification, however the integration of this course, alongside courses like NAF Event Planning, or other PMI Project Management courses, can help give students the knowledge and experience needed to be ready for this exam

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RECOMMENDATIONS FOR CAREER-TECH STUDENT ORGANIZATIONS (CTSOs)

We strongly encourage you to promote student participation in relevant Career Technical Student Organizations, particularly DECA, FBLA (Future Business Leaders of America), and FCCLA (Family, Career and Community Leaders of America). These organizations align perfectly with the content and skills taught in this course.

The knowledge and competencies students develop throughout these lessons directly prepare them for CTSO competitive events, giving real-world application to their classroom learning. Even better, the culminating projects built into each unit can serve as competition-ready entries for various CTSO events. This connection transforms student projects from classroom assignments into potential state and national competition pieces, significantly raising both the stakes and student engagement.

When students see their coursework as preparation for actual competition, they often demonstrate higher levels of commitment, creativity, and excellence. Consider highlighting these CTSO connections early in the course to help students understand the broader impact and opportunities their learning can create.

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