

**Course Description:** 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.

## **Unit 1: Introduction to Hospitality, Events, and Tourism**

### **Lesson 1: The Development of Hospitality, Events, and Tourism**

- **Estimated Class Periods:** 4
- **Updated Learning Objectives:**
  - Describe the four primary sectors of hospitality, events, and tourism, and explain their interconnected roles in shaping guest and traveler experiences.
  - Analyze the impact of technological advancements, sustainability practices, and societal changes on the evolution of the hospitality and tourism industry over the past 50 years.
  - Analyze the relationship between societal changes (wars, economic shifts, pandemics) and hospitality industry adaptations
  - Evaluate current trends and predict future innovations in hospitality, events, and tourism, considering factors like eco-tourism, digital transformation, and changing traveler expectations.

### **Lesson 2: The Psychology of the Traveler**

- **Estimated Class Periods:** 4
- **Updated Learning Objectives:**
  - Describe different types of modern travelers (digital nomads, eco-conscious tourists) and their motivations.
  - Compare and contrast theories of consumer motivation, integrating concepts like personalization through AI and predictive analytics.

- o Apply multiple motivation theories to real-world travel scenarios and case studies
- o Summarize key characteristics of great customer service.
- o Identify and categorize service recovery strategies for different hospitality scenarios
- o Demonstrate understanding of anticipatory service through scenario-based examples
- o Summarize how understanding consumer motivation in today's market (such as sustainability concerns and cultural immersion) can improve customer service and guest experience.
- o Integrate traveler psychology insights with practical service delivery strategies
- o Demonstrate the connection between understanding consumer psychology and delivering personalized guest experiences

### **Lesson 3: Economic Impact of Tourism**

- **Estimated Class Periods:** 3
- **Updated Learning Objectives:**
  - o Explain the economic importance of tourism in different areas of the world
  - o Analyze the relationship between tourism dependency and economic vulnerability in different countries
  - o Display understanding of the data and analytics used to track tourism's economic impact.
  - o Assess the economic trade-offs between tourism growth and sustainability
  - o Synthesize information about tourism's positive and negative economic impacts to form balanced conclusions

## **Unit 2: Fundamentals of Hospitality**

### **Lesson 4: Accommodations**

- **Estimated Class Periods:** 10
- **Updated Learning Objectives:**
  - Display an understanding of the types of accommodations available to travelers, including star ratings and service levels.
  - Explain how travelers' needs, wants, and motivations guide their selection of accommodations.
  - Classify accommodation types based on target demographics and service offerings.
  - Analyze the role of accommodations in shaping the overall travel experience.
  - Create evidence-based travel recommendations using multiple rating sources.
  - Analyze current trends shaping the accommodation industry and assess the impact of these trends on different stakeholder groups.
  - Evaluate how emerging technologies are changing guest experiences and expectations.
  - Identify key standards and guest expectations across accommodation types
  - Analyze the impact of service quality on business success and guest loyalty.
  - Explain the service recovery process and its importance in hospitality.
  - Apply guest service principles to realistic hospitality scenarios.
  - Demonstrate problem-solving abilities in hospitality contexts.
  - Understand daily front desk operations and staff responsibilities in the accommodations sector.
  - Distinguish between Front of House and Back of House operations.
  - Identify key safety protocols required in accommodation settings.

- Analyze staff responsibilities in maintaining guest safety and security in accommodations.
- Evaluate accommodation safety features.
- Demonstrate professional consultation skills through client scenario role-plays.
- Understand fundamental guest privacy rights in accommodation settings.
- Analyze ethical responsibilities of hospitality providers regarding guest privacy.

### **Lesson 5: Culinary & Food Services**

- **Estimated Class Periods: 7**

- **Updated Learning Objectives:**

- Describe the many kinds of businesses that fall under the culinary and food service sector.
- Summarize the ways hospitality and tourism professionals categorize dining establishments.
- Display an understanding of current trends in the culinary and food services sector.
- Analyze how food service contributes to overall guest experience in hospitality, event and tourism settings.
- Demonstrate professional communication skills appropriate for food service interactions.
- Apply food service industry knowledge to develop viable business solutions that address current market needs and trends.

### **Unit 3: Fundamentals of Events, Entertainment, and Cruises**

#### **Lesson 6: Entertainment, Conferences, and Events**

- **Estimated Class Periods: 8**

- **Updated Learning Objectives:**

- Describe the types of entertainment and events that contribute to the travel and tourism industry
- Analyze target demographics and their entertainment preferences across different venue types
- Describe how iconic venues (stadiums, theaters, convention centers) attract visitors and contribute to a destination's reputation
- Analyze how cultural attractions and entertainment offerings reflect and shape community identity
- Display understanding of trends in the entertainment and event sector
- Evaluate how emerging technologies are transforming entertainment experiences and visitor expectations
- Categorize events and entertainment by their primary purpose and target audience
- Make inferences about entertainment and event choices based on consumer needs, wants, and motivations.
- Explain how entertainment, conferences, and events integrate with other hospitality sectors (accommodations, food service, transportation)
- Explain how different entertainment sectors work together to create destination experiences
- Design entertainment experiences that authentically reflect local culture and resources.
- Apply industry knowledge to real-world scenarios and case studies.

## **Lesson 7: The Cruise Industry**

- **Estimated Class Periods:** 4

- **Updated Learning Objectives:**

- Identify essential cruise terminology and basic ship layout components
- Make inferences about entertainment and event choices based on consumer needs, wants, and motivations

- Evaluate how modern cruise ships are integrating sustainability, eco-friendly practices, and experiences for various demographic segments.
- Examine how cruise experiences are designed to cater to different cultural preferences and demographics
- Describe how different cruise departments work together to create integrated guest experiences
- Practice active listening and problem-solving skills in simulated cruise staff and guest interactions
- Understand how technology enhances cruise guest experiences

#### **Unit 4: Fundamentals of Travel**

##### **Lesson 8: Air Transportation**

- **Estimated Class Periods:** 5
- **Updated Learning Objectives:**
  - Evaluate how the costs, options, and regulations involved in air travel affect flight arrangements
  - Understand the roles of aviation professionals with a focus on modern safety protocols and AI integration in operations.
  - Evaluate the relationship between air transportation and tourism industry growth
  - Analyze how seasonal demand affects airfare pricing in tourism markets
  - Evaluate the balance between security requirements and passenger convenience in air travel

##### **Lesson 9: Ground Transportation**

- **Estimated Class Periods:** 4
- **Updated Learning Objectives:**
  - Evaluate the benefits and limitations of modern ground transportation options
  - Analyze how transportation accessibility affects tourist destination selection

- Analyze emerging trends and technologies in ground transportation for tourism

## **Unit 5: Fundamentals of Marketing in Hospitality & Tourism**

### **Lesson 10: Marketing in the Hospitality Industry**

- **Estimated Class Periods:** 9
- **Updated Learning Objectives:**
  - Explain the evolution from traditional to digital marketing approaches in the hospitality and tourism industry.
  - Identify and apply the marketing mix to analyze real-world hospitality marketing examples.
  - Understand how new marketing channels such as social media influencers, video content, and user-generated content are used for promoting destinations.
  - Analyze how user-generated content and influencers create authentic, effective marketing campaigns.
  - Design an engaging, eco-friendly vacation package brochure using interactive digital media.
  - Create mock marketing campaigns that involve multiple stakeholders.
  - Display understanding of how important personal branding is in this industry and its role in the hospitality industry.

### **Lesson 11: Culminating Project**

- **Estimated Class Periods:** 4-10