

Academy of Hospitality & Tourism

Curricula & Content

We offer four NAF-created hospitality and tourism courses, including a foundational course, customer service, event planning, and marketing, along with third-party content to support educators and students. All courses, projects, and resources are available at learning.naf.org.

NAF's courses and content are FREE for NAF academies. Projects are open-access; courses require login.



NAF.ORG



NAF Courses & Projects

NAF AI Career Connections **NEW!**

<https://ash.naf.org/public/learning/course/ai-career-connections>

- Free AI fundamentals unit
- Builds academic and professional skills
- No AI experience needed for educators
- Integrates easily into existing curriculum
- Applies to all pathways

Principles of Hospitality, Events, and Tourism **NEW!**

Introduction to hospitality, events, and tourism through accommodations, food service, entertainment, transportation, and marketing. (Year 1)

Delivering Great Customer Service

Examines service as a core of hospitality and tourism through theory, practice, role-plays, and analysis to build strong customer service skills. (Year 2 or 3; refresh coming Summer 2026)

Event Planning

Covers client goals, facilities and personnel management, sustainability, budgeting, marketing, and community impact. (Year 2, 3, or 4; refresh coming Summer 2026)

Hospitality Marketing

Explores marketing strategies, research, customer needs, and channels. Students create integrated campaigns and explore careers, focusing on building brand equity. (Year 3 or 4)

NAF Expeditions

<https://ash.naf.org/public/learning/projects/hospitality-and-tourism>

Free, career-connected projects combining hands-on learning with career exploration in Culinary, Design Experience, and Events (in collaboration with Marriott International).

Resources

AHLEI

Free resources to support educators and learners preparing for hospitality and tourism certification exams.

Cambridge International Education

Advanced travel and tourism course; passing exam may earn college credit.

Global Travel & Tourism Partnership

(GTTP) – Courses on Travel & Tourism and Responsible Tourism; Access via GTTP platform:

- User: guest@equatorlearning.com
- Password: GuestEQ!

California Educators Together

Courses in Hospitality, Tourism, and Recreation (four-course sequence) and Culinary (three-course sequence); free account required.

