

# 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](https://learning.naf.org).

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



BE FUTURE READY

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.

