

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. Courses require login.



NAF.ORG



NAF Courses & Projects

Principles of Hospitality, Events, and Tourism

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

Delivering Great Service

Prepares students for the reality of modern professional life: great service is no longer the domain of hospitality alone. Across every industry — healthcare, finance, technology, education, retail, and beyond — the ability to make people feel genuinely seen, heard, and valued is among the most in-demand skills an employee can offer. (Year 2 or 3)

Event Planning

Students learn to plan concerts, corporate events, weddings, and festivals while building the skills event planners use every day—creative design, budgeting, logistics, marketing, and problem-solving. The course also introduces careers across hospitality and tourism. (Year 2, 3, or 4)

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) Marketing & Sales — Redesign Coming for 2027–2028

NAF AI Career Connections

<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

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

(GTPP) – Courses on Travel & Tourism and Responsible Tourism; Access via GTPP 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.

