

50. Hospitality and Tourism Cluster - Transportation Services Careers (4 hours)

Purpose/Abstract: To introduce students to different careers in transportation services.

NCCCS Adult Education Standards: R.5.2.9, W.2.4, M.5.2.5

Learning Objective:
By the end of the session, students will be able to:

- Describe different types of transportation services used in the hospitality and tourism industry, such as charter buses and tour groups.
- Use functional reading skills to find specific information about transportation services careers.
- Collaborate with peers to discuss and share ideas about how transportation services contribute to the hospitality and tourism industry.

Soft Skills	communication, enthusiasm & attitude	Resources	<p>Math:</p> <p>Relate division to multiplication (practice) Khan Academy</p> <p>Relate division to multiplication word problems (practice) Khan Academy</p> <p>Multiplication and division: Quiz 4 Khan Academy</p> <p>For group work:</p> <ul style="list-style-type: none"> • Wolf's Bus Lines • FloridaTours.com • Cruise Critic • Crown Cab • National Limousine Association • Gray Line • Maine State Ferry Service <p>Handouts:</p> <p>Vocabulary Practice - one for each student</p> <p>Transportation Services - one for each student</p>
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Additional Materials

- Vocabulary Practice handout, one for each student
- Transportation Services handout, one for each student
- Bingo cards (see preparation instruction below)
- Art supplies (glue, glitter, markers, paint, etc.)
- Pencils, paper, and scissors
- Computers for student use

Icons	 Activity	 Check-In	 Review
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PREPARATION

- Create bingo cards with different modes of transportation used in the hospitality and tourism industry. Bingo card ideas: Charter bus, Cruise ship, Tour guide, Taxis, Chauffeured limousines, Tour buses, Ferries, Shuttle buses.



- Check that students are able to access [Khan Academy](#). Prepare to guide students to create an ID on the platform if they don't have one already.
- Review the listed websites on various transportation services and be prepared to guide students in their information research.
 - [Wolf's Bus Lines](#)
 - [FloridaTours.com](#)
 - [Cruise Critic](#)
 - [Crown Cab](#)
 - [National Limousine Association](#)
 - [Gray Line](#)
 - [Maine State Ferry Service](#)
- Review the [Instructional Support Guide](#) and print/prepare referenced scaffolds.
- Print handouts.
- Familiarize yourself with the [NC Career Clusters Guide](#).
- Familiarize yourself with [O*NET](#)
- Familiarize yourself with [Skills to Pay the Bills](#), though it won't be used directly in this lesson.

INTRODUCTION (30 min)

Welcome students to the class!

Introduce the topic and prompt students to think about their own travel experiences and the ways they've moved around.

Ask: *"Have you thought about the different ways we travel during our journeys?"*

Play "Transportation Bingo" with the class. Distribute the bingo cards with different modes of transportation used in the hospitality and tourism industry. Students mark the mode of transportation they've used or have seen.

Stress how transportation isn't just about moving but also shapes our travel moments.

Transition to the lesson's focus by introducing charter buses and tour groups in hospitality and tourism. Explain that during the lesson they will discover how these services add value to our travel.

Share the objectives of the lesson.

VOCABULARY, READING & WRITING (60 min)

Tell students that they will solve a short crossword puzzle with words related to transportation services. Distribute the Vocabulary Practice handout and provide directions. Allow 20 minutes for completion. Please note that a few words have the hyphen in the crossword puzzle as well, such as, cruise-ship, tour-guide, charter-bus.

Review the answers with the class.

Distribute the Transportation Services handout. Allow 15 minutes time for students to read and discuss with a partner.

Bring the class back together.

 REFLECTION (25 minutes)

✓ Ask the following comprehension questions and guide a discussion on the information presented in the passage.

- *What soft skills are important in transportation services careers?*
- *How does effective communication benefit passengers?*
- *Why is enthusiasm considered contagious in the transportation industry?*
- *What do you understand by the word 'paramount'?*
- *Explain the role of a positive attitude in transportation services.*
- *Why is safety a critical aspect of transportation services?*

Highlight the importance of the listed soft skills with your own examples related to transportation services in the tourism industry.

Lower Level	Higher Level
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Pair students up for the reading activity. Show them how to highlight key points as they read.

Encourage students to think about other modes of transportations for tourism such as hot air balloons, helicopters, small chartered planes and reflect on the specific situations or scenarios in which these modes of transport could be used.

MATHEMATICS (45 min)

Review how multiplication and division are related by assigning the seven problems in this link to students: [Relate division to multiplication \(practice\) | Khan Academy](#)

Ask a few students to share the strategies they used to complete these problems. Consider assigning the explanation video to students who need more support.

Assign [Relate division to multiplication word problems \(practice\) | Khan Academy](#) to students to work through word problems relating multiplication to division.

Once students have complete these practice exercises, assign this quiz to them: [Multiplication and division: Quiz 4 | Khan Academy](#)

Walk around and provide support as students work individually on these problems.

 REFLECTION (10 minutes)

✓ Invite students to share their experience using this platform to revise the relation between multiplication and division. Ask probing questions to understand gaps in students' understanding.

Lower Level	Higher Level
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Assign the explanation video for students to review how to work through the problems.

Challenge students to think of how multiplication and division might relate to the transportation services industry and create 3 word problems.

GROUP WORK (45 min)

Divide the class into small groups, with each group consisting of 3 to 4 students. Ensure that each group has a mix of abilities to encourage peer support and collaboration. Assign each group a specific mode of transportation commonly used in the hospitality and tourism industry. Here are the assignments:

- Group 1: Charter Buses
- Group 2: Cruise Ships
- Group 3: Taxis
- Group 4: Chauffeured Limousines
- Group 5: Shuttle and Tour Buses
- Group 6: Ferries

Provide access to a variety of resources for each group to conduct research. Suggested resources include:

- Access to websites or online articles that provide information about the assigned service. Here are a few links you can share with students. Encourage students to use Google or Wikipedia to get the basic information about the transportation service assigned to them.
 - [Wolf's Bus Lines](#)
 - [FloridaTours.com](#)
 - [Cruise Critic](#)
 - [Crown Cab](#)
 - [National Limousine Association](#)
 - [Gray Line](#)
 - [Maine State Ferry Service](#)
- Library books or travel guides related to the transportation mode, if available in the college library or information center.

Each group should take brief notes on key information, including features, benefits, typical destinations, and any unique aspects of their assigned transportation service.

Encourage group members to discuss their findings and share their insights. They should consider the role of soft skills such as communication, enthusiasm, and attitude in the context of their assigned transportation service. Prompt them to think about how these soft skills contribute to a positive passenger experience.

Each group prepares a short presentation to share their research with the class. The presentation should include:

- An introduction to the assigned transportation service.
- Key features and benefits.
- A discussion of how soft skills apply to this service.
- An example of anecdote illustrating the importance of soft skills in a real-world scenario.

 REFLECTION (15 minutes)

Have each group present their findings to the class. Encourage students to use effective communication skills during their presentations, demonstrating enthusiasm for their topic and a positive attitude.

✓ Engage the entire class in a discussion about the importance of soft skills across different transportation services. Encourage students to ask questions and provide feedback on their peers' presentations.

INDEPENDENT WORK TIME (45 min)

Provide an overview of various roles and careers within transportation services discussed in the previous sections. Briefly describe each role and its significance within the industry. Roles may include bus drivers, cruise ship staff, taxi drivers, tour guides, and more. Use this information below to help you. Consider projecting this table as you explain each career.

Transportation Service	Roles and Careers
Charter Buses	Bus Driver: Responsible for safely driving passengers to their destinations Tour Guide: Provides commentary and information about the destinations during bus tours. Fleet Manager: Manages the maintenance and operations of a fleet of charter buses.
Cruise Ships	Cruise Director: Plans and organizes onboard entertainment and activities for passengers. Deck Officer: Responsible for navigation and safety on the ship. Hospitality Staff: Includes roles like bartenders, servers, and housekeeping staff who ensure passenger comfort.
Taxis	Taxi Driver: Provides transportation services to passengers within a local area. Dispatch Operator: Manages taxi dispatching and coordinates passenger pickups. Fleet Owner: Owns and operates a fleet of taxis.

Transportation Service	Roles and Careers
Chauffeured Limousines	<p>Limousine Chauffeur: Drives passengers in luxury vehicles for various occasions.</p> <p>Reservation Agent: Takes bookings and schedules limousine services.</p> <p>Fleet Manager: Manages the maintenance and operations of a limousine fleet.</p>
Shuttle and Tour Buses	<p>Tour Bus Driver: Drives tourists on guided tours, providing information about destinations.</p> <p>Tour Coordinator: Plans and organizes tour itineraries and logistics.</p> <p>Travel Agent: Sells and arranges tour packages for tourists.</p>
Ferries	<p>Ferry Captain: Responsible for piloting the ferry and ensuring passenger safety.</p> <p>Deckhands: Assist with passenger boarding, securing cargo, and general ship maintenance.</p> <p>Ticketing Agent: Sells tickets and manages passenger check-in.</p>
Additional Mode (e.g., Hot Air Balloons, Helicopters)	<p>Hot Air Balloon Pilot: Operates hot air balloons for scenic tours.</p> <p>Helicopter Pilot: Flies helicopters for aerial tours and transport.</p> <p>Aerial Tour Guide: Provides commentary during helicopter or hot air balloon tours.</p>

Tell students to select one career they are interested in from this list and write a short summary on:

- What the career is
- Why it interests them
- What they would like to know about it
- How effective communication skills will help in the career

Encourage students to use their free time to gather information on these careers and add to their summaries.

WRAP-UP & REFLECTION (15 min)

Ask students to share one new thing they found interesting in this lesson. Recap the key points of the lesson.

Distribute exit slips to students.

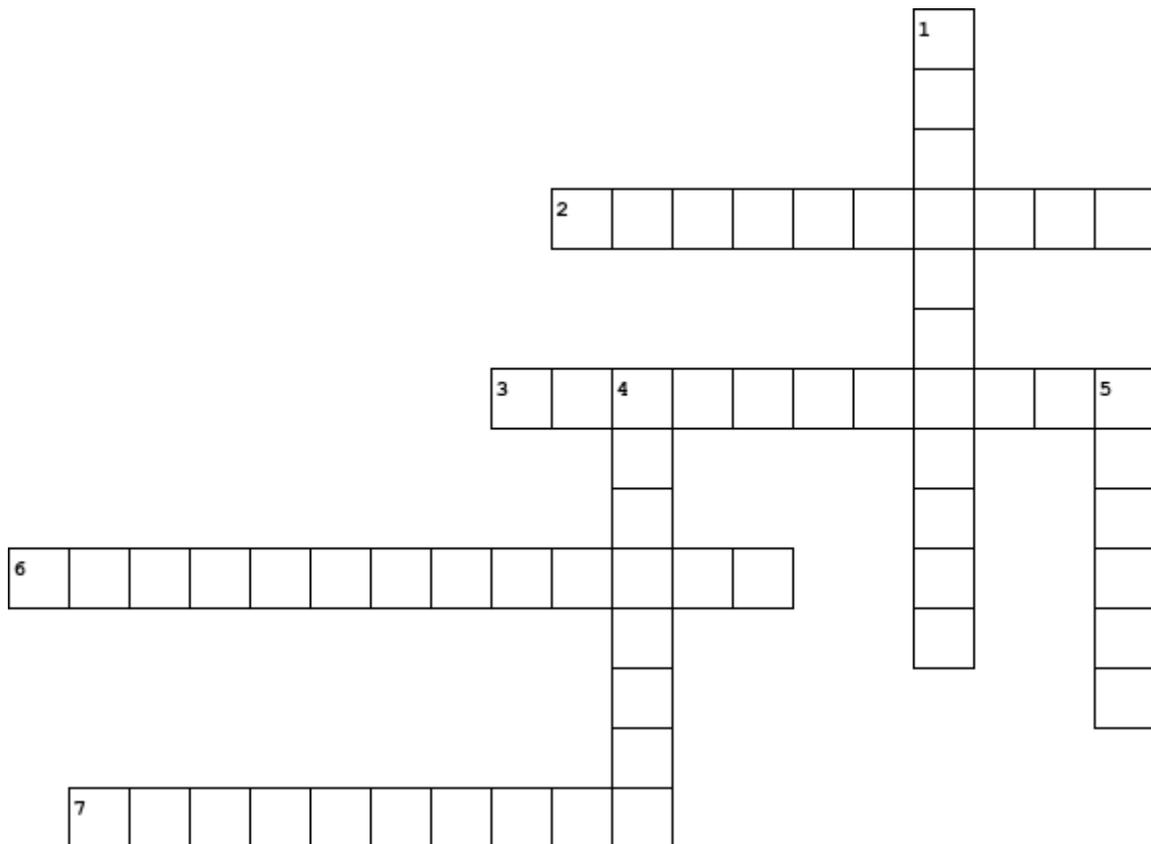
Ask for a few volunteers to share their reflections.

Collect and review the answers.

Vocabulary Practice

Directions:

- Match the words to the given clues to complete the crossword puzzle.
 - Charter-bus, Cruise-ship, Tour-guide, Enthusiasm, Communication , Attitude, Safety



Across

- 2 Energetic and passionate interest
. in a task.
- 3 A bus rented for a specific group
. or purpose.
- 6 The exchange of information and
. ideas through speaking and
listening.
- 7 A person who leads tourists and
. provides information about a
destination.

Down

- 1 A large passenger ship used for
. leisure travel.
- 4 A person's overall outlook or
. disposition.
- 5 Measures taken to protect against
. harm or danger.

Transportation Services

In the hospitality and tourism industry, various modes of transportation play a vital role in ensuring that travelers have memorable experiences. From charter buses and cruise ships to taxis, chauffeured limousines, shuttle and tour buses, and ferries, these transportation services are the lifeline of this industry. These services not only transport tourists but also provide them with comfort and safety. Here's why effective communication, enthusiasm, and a positive attitude are crucial in transportation services careers.

Effective communication ensures that passengers receive clear instructions and information about their journey. Tour guides use their communication skills to share interesting facts and stories about the destinations. Being able to answer passengers' questions and address concerns is key to a successful transportation service career.

Enthusiasm is contagious. When transportation staff are enthusiastic about their work, it creates a positive atmosphere on board. Passengers feel more engaged and excited about their trip. Enthusiastic tour guides can turn a routine journey into an unforgettable adventure.

A positive attitude goes a long way in the transportation industry. Passengers appreciate friendly and accommodating staff. Even in challenging situations, a good attitude can help resolve issues and ensure passenger satisfaction.

Safety is paramount in transportation services. Staff must be trained to handle emergencies and prioritize passenger safety above all else. Whether it's ensuring that seat belts are fastened on a charter bus or providing life jackets on a ferry, safety measures are non-negotiable.

These skills, along with a dedication to safety, are at the heart of a successful transportation services career in the hospitality and tourism industry. They not only enhance the passenger experience but also contribute to the overall success of the journey. As we explore various transportation services in more detail, you'll discover how these skills are put into practice to create unforgettable travel experiences.

Reflection Exit Slip

In one sentence, describe what you learned in this lesson.

Today, I learned _____.

Is one of the careers discussed today of interest to you? Why or why not?

I liked / did not like _____ career because _____

Is there anything you still need help understanding?

What's one question you have?

Circle the emoji that shows how you feel about your mastery of content in this lesson.



Happy



Smart



Confused



Sad



Angry