



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE TOURISM COMMUNICATION N4

1 JUNE 2018

This marking guideline consists of 10 pages.

QUESTION 1: THE COMMUNICATION PROCESS

- 1.1 1.1.1 This person encodes the message and sends it to the receiver, in the case study it is *Mr Elton John*.
- 1.1.2 This person must decode the message and react to it, in the case study it is *Ms Jane Phillips*.
- 1.1.3 This is what the sender wishes to say, ask, comment etc. In the case study it is *the booking* of the room.
- 1.1.4 This the message the receiver sends back in reply to the sender. In the case study it is *Jane's request for more information*.
- 1.1.5 This when the sender puts the message into a code, e.g. Sotho, sign language or body language and send to the receiver who decodes it. In the case study the code is *spoken, plain English language*.
- 1.1.6 This when the receiver understand the code in which the message has been sent. In the case study the code has been *understood and feedback has been given in the same code*.
- 1.1.7 This is how the message is sent; it can be direct or indirect, oral or written or nonverbal. In the case study it is *the telephone call*.
- 1.1.8 These are factors that can influence the effectiveness of communication. In the case study it is *Jane's cell-phone ringing while she's busy on the other telephone line*.
- (8 × 1) (8)
- 1.2 *Interpersonal communication:*✓ Mr Zulu the manager at Moon Travel asks Jabu, the Senior consultant to book him a flight to Dubai for next week and Jabu agrees.✓
- Intrapersonal communication:*✓ 'This computer is so slow and I need to start with Mr Zulu's booking as soon as possible', says Jabu to himself as he is getting frustrated.✓
- Extra-personal communication:*✓ Pearl is late for a meeting with a client and she's using the elevator to go upstairs and screams at the elevator 'Come on, please open, please'.✓
- Mass communication:*✓ The CEO of White Waters Hotel Group will be interviewed about their new five star hotel opening in Bloemfontein; the interview will be streaming live on e-TV.✓
- (4 × 2) (8)

- 1.3 It is the deliberate creation of communication barriers when there is fear of known or unknown consequences.✓✓ E.g. Jane, the receptionist at Wrights Guest House ask the caller (client) to wait while she checks if the manager is available to speak to him (the client). The client on the other hand is annoyed to be put on a hold. So Jane screens calls to the manager and acts as a gatekeeper between the clients and the manager.✓✓ (2 × 2) (4)
- 1.4 1.4.1 True
- 1.4.2 False
- 1.4.3 False
- 1.4.4 True
- 1.4.5 True (5 × 1) (5)
- 1.5
- *Physical barrier:*✓ The passengers on a noisy, crowded ship complained that they couldn't hear the announcements.✓
 - *Physiological barrier:*✓ Mavis has a terrible headache and as a result, she cannot concentrate in the staff meeting.✓
 - *Psychological barrier:*✓ Mavis has to calm down a very angry client, because he is not happy with the type of room that is booked for him.✓
 - *Semantic barrier:*✓ Jane does not understand the German client and therefore cannot help him with the enquiry.✓
 - *Perceptual barrier:*✓ Jane and Mavis are looking at a cruise ship advert that says 'cheap cruise holiday', Jane thinks it's a good deal while Mavis thinks the fact that it is 'cheap', it means it is not up to standard.✓ (5 × 2) (10)
- 1.6 1.6.1 Southern Africa Tourism Services Association.
- 1.6.2 Federated Hospitality Association of South Africa.
- 1.6.3 Tourism Liaison Council.
- 1.6.4 Commercially Important Person.
- 1.6.5 Per Person Per Night. (5 × 1) (5)
- [40]**

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

- 2.1 It is an inner drive that makes you feel willing to spend energy✓ and makes a persistent effort in order to reach a goal✓ or group of factors which determines and directs an organism's behaviour.✓
- 2.2 2.2.1 It motivates people to work harder,✓ for example free trips, and staff awards, bonuses etc.,✓ for people who have earned it.✓ (3)
- 2.2.2 This must meet the lower order needs, physical, social and safety.✓ The better the work environment, the more motivated✓ and productive the employees may become.✓ (3)
- 2.3
- *Physical needs:*✓ passengers on a cruise ship would expect to eat fresh food and water and sleep on clean linen.✓
 - *Safety needs:*✓ there should be safety equipment's on the cruise ship and procedures on board to make passengers feel safe.✓
 - *Social needs:*✓ different activities are offered on the cruise ship to give passengers the opportunity to socialise.✓
 - *Esteem needs:*✓ Mavis is honoured when she is asked to join the Captain's Farewell dinner.✓
 - *Self-actualisation:*✓ the staff members on board get the opportunity to train and better their knowledge about the tourism industry.✓
- (Any tourism-related example) (5 × 2) (10)
- 2.4 2.4.1 It is being energised by being around other people, being directed to the outside world, social, spontaneous and good observer of people and become bored without other people around.
- 2.4.2 She is working with all kinds of people all day, cannot afford to be shy and withdrawn. (2 × 2) (4)
- 2.5
- Watch for conflict warning signs.
 - Observe the other person's behaviour and think carefully what you are going to say.
 - Don't get drawn into a shouting match, rather leave the situation.
 - Ignore personal abuse; remember the argument is most likely between two companies, not individuals.
 - Enlist the help of colleagues/professionals to resolve serious conflict.
- (Any other good hint) (5)
- 2.6 2.6.1 Poor (1)
- 2.6.2 Her physical and psychological images (2)

- 2.6.3
- People with low self-image are withdrawn, shy and have negative view of themselves.
 - They are critical of their ability and appearance.
 - In stressful situations, they are quick to lose control of their emotions.
 - They find it difficult to establish caring relationships.
 - They find it difficult to express themselves and therefore miss out on opportunities in the workplace.
 - They are critical of others, cannot distinguish between fair and unfair criticism.
 - They often set unrealistic goals for themselves and others.
 - They lack a sense of humour.
 - They are unwilling to take responsibility.
- (Any FOUR of the above) (4)
- 2.7
- Time pressure
 - Work overload
 - The environment
 - Personal attributes
 - Social
- (5 × 1) (5)
[40]

QUESTION 3: ETIQUETTE

- 3.1 3.1.1 Skin care is a long-term investment. Use quality products daily on your face and hands.✓ Make up should never be applied over-hastily and must be removed every night in order to keep the skin clean and healthy looking.✓✓
- 3.1.2 Regular exercise and relaxation are excellent for reducing stress.✓ The fitter you are, the more you can achieve.✓ Planning your day should include time for meals, relaxation, social activities and enough sleep.✓
- 3.1.3 Hair must always be clean, brushed, neatly cut and worn out of the eyes.✓ Shiny, healthy hair complements stylish clothes.✓ A classic style which can be managed easily and that enhance the shape of your face is a good choice.✓
- (3 × 3) (9)
- 3.2 3.2.1 In the world of work we are expected to use time appropriately.✓ Always be punctual for meetings.✓ It not acceptable to waste time. Punctuality is a sign of self-respect, as well as respect and consideration towards others.✓

- 3.2.2 To be loyal is to be faithful, even when it is hard to be so.✓ You will be expected to be reliable, responsible and accountable for your work.✓ Loyalty also implies that you support a person and his or her good ideas and actions.✓
(2 × 3) (6)
- 3.3 3.3.1 False
- 3.3.2 False
- 3.3.3 True
- 3.3.4 True
- 3.3.5 False
- 3.3.6 True
- 3.3.7 False
- 3.3.8 True
- 3.3.9 True
- 3.3.10 True
(10 × 1) (10)
- 3.4 Can be defined as the official procedure or system of rules governing affairs of state✓ or diplomatic occasions/'a body of diplomatic etiquette,✓ all conventional formulae and rules acknowledged in diplomatic circles'.✓ (3)
- 3.5 3.5.1 It is usually the first course; it is a serving of soup or salad, or a small serving of shellfish, fish or meat to start a meal.
- 3.5.2 Food is set up on tables or sideboard and guests help themselves. Usually all the different courses are set out at the same time. Guests will either be seated at a table while eating, or they could stand around and socialise as they eat.
- 3.5.3 With this type of menu, a number of different dishes are offered for each course. Each dish has separate price. Your choice is therefore greater and you can eat as many or as few dishes as you wish.
- 3.5.4 It is a larger serving of meat or fish with vegetable. It is usually the second course.
(4 × 1) (4)

- 3.6
- Answer promptly- by the third ring of the phone.
 - Greet the caller politely and identify your organisation.
 - Determine who you are talking to, and why.
 - Have a smile in your voice.
 - Listen carefully to what the caller says.
 - Be friendly and show your willingness to assist.
 - Do not disclose confidential information to the caller.
 - Keep calls brief and to the point.
 - Remember the caller ends the call, not the receiver.
 - Apologise if you have to interrupt the call for any reason.
 - Do not use slang or inappropriate language.
- (Any FIVE of the above hints) (5 × 1) (5)
- 3.7 Sometimes we need to speak softly,✓ sometimes more loudly in order to put across the right meaning.✓ The message must be audible and clear because you do not want the caller to struggle to make out what you are saying.✓ (3)
[40]

QUESTION 4: INTERCULTURAL COMMUNICATION

- 4.1 4.1.1 It is the unjust or prejudicial treatment of different categories of people, especially on the grounds of race, age or sex.✓ E.g. John doesn't like taking instruction from Mavis as his senior, he because believes that a female can never be a good boss.✓✓
- 4.1.2 It is a preconceived opinion or bias, a tendency to pre-judge a person, group or situation without sound reason and with insufficient information.✓ E.g. on tour bus to Cape Town two of the tourists were making nasty comments about a Muslim lady who was wearing her traditional attire, saying that she is a terrorist.✓✓
- 4.1.3 It occurs when you have a fixed general image of what a group is like and then you say that each individual belonging to the group has those characteristics.✓ E.g. Jane the junior consultant, once had a bad confrontation with a Chinese client. Since the incident, Jane has a bad attitude towards all Chinese clients as she thinks they're all the same.✓✓
- 4.1.4 It is the perception that the culture to which you belong is superior to any other.✓ E.g. Brandon is a manager at one of the top restaurant in Cape Town and he is originally from London. He always thinks the 'English' way, is the only and better way of doing things around the restaurant.✓✓
- (4 × 3) (12)

4.2	4.2.1	This concept is closely related to proxemics.✓ It refers to how people use space, but not necessarily how people communicate ownership of their space.✓ Territory is about indicating your space and it signifies protection against invasion of that space.✓		
	4.2.2	Different cultures use space differently.✓ While people have a need for personal space around them,✓ the amount of personal space that we need in order to feel comfortable is different, for different cultures.✓		
	4.2.3	Different cultures have different attitudes to time and place different values on it.✓ Some cultures see time as linear, meaning time is moving and we must move with or be left behind.✓ While other cultures sees time as monochromatic, meaning that we must do one thing at a time and complete it and move on.✓	(3 × 3)	(9)
4.3	4.3.1	<i>Sunshine</i> means the light made by the sun.		
	4.3.2	<i>Sunshine</i> would refer to an important person in someone's life✓/ positive person/friendly person.✓	(2 × 2)	(4)
4.4	• Norms • Beliefs • Values • Ideas and customs • Attitudes • Symbols		(6 × 1)	(6)
4.5	4.5.1	The secondary territory		
	4.5.2	The primary territory		
	4.5.3	The public territory	(3 × 1)	(3)
4.6	4.6.1	Due to stereotyping and prejudice a lack of trust develops. This results in withdrawal from intercultural contact. Suspicion and hostility should be communicated, to create the opportunity to learn and grow together.		
	4.6.2	Realise that other cultures are different, but not inferior to your own culture. See another culture's behaviour against the background of what is acceptable in their own culture.		
	4.6.3	Take consideration of the culture that you are dealing with. Have respect for their symbols, religion, customs, and way of living, behaviour and ceremonial customs.	(3 × 2)	(6)
			[40]	

QUESTION 5: WRITTEN COMMUNICATION5.1 5.1.1 **Fax message****PILANESBERG GAME RESERVE**

Tel: 018 444 0101
Fax: 018 444 0102
Email: pilanesburg@web.co

FAX MESSAGE**TO:** Around the World Travel.✓**ATTENTION:** Mavis.✓**FAX NR:** 012 123 0045✓**FROM:** Lindiwe.✓**DATE:** Exam date.✓**Nr of Pages:** 1 of 1.✓**SUBJECT:** BOOKING ARRANGEMENTS.✓**MESSAGE:**

As requested, I am faxing you the information that you requested. There is availability of self-catering chalets for the period of 9–15 September 2017.✓ The booking includes breakfast and sightseeing/Game drives. The inclusive cost is R1900.00 per day.✓

We have a Spa around the game reserve and prices thereof are not included in the accommodation cost.✓ There is a shopping complex in the neighbouring village, which is 1 km away from the game reserve.✓

I look forward to forward hearing from you. Contact us if there are any questions.

Lindiwe.✓

Layout: 4 – 1 per mistake. Spacing and frame**Language:** 4 – 1 per grammar and spelling mistake**Content:** 12, as indicated on the fax message

(20)

5.2 **Précis****THE NATIONAL TOURISM INDABA✓**

Tourism Indaba is one of the largest tourism marketing events in Africa.✓ It showcases a variety✓ of Southern Africa's best tourism products✓ and attracts international buyers✓ and media across the world.✓

It is an annual event✓ which takes place around May✓ at the Durban ICC.✓ Exhibitors include both local and international authorities✓ and admission is reserved for delegates over 16 years of age.✓

Word count: 79✓

Heading: (1 mark)

Word count: (1 mark)

Logic, style and coherence (paragraphs): (2 marks)

Content (10 marks): As indicated on the précis

Language: (6), minus 1 mark for grammar and spelling mistakes

(20)

[40]

TOTAL: 200