



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1510(E)(J1)H

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

(5140184)

**1 June 2018 (X-Paper)
09:00–12:00**

OPEN-BOOK EXAMINATION

Candidates are allowed to bring their student portfolios, text books, notes, assignments, travel brochures June 2018 GSA and 2 dictionaries into the examination venue.

This question paper consists of 10 pages and an answer sheet of 1 page.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
TOURISM COMMUNICATION N4
TIME: 3 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
 2. Read ALL the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. Write neatly and legibly.
-

QUESTION 1: THE COMMUNICATION PROCESS

Read the following case study and answer the questions that follow.

Ms Jane Phillips, a receptionist at Wright's Guest house in Cape town, receives a telephone call from Mr Elton John, an English-speaking gentleman. He wants to book a room at the guest house. Jane then asks him when he wants to book as well as more details regarding his booking. While Jane is busy with Mr Elton John, her cell-phone rings several times.

- 1.1 Indicate the following elements of the communication process by giving an example from the case study. Write only the answer next to the question number (1.1.1–1.1.8) in the ANSWER BOOK.
- | | | | |
|-------|----------------|---------|-----|
| 1.1.1 | Sender | | |
| 1.1.2 | Receiver | | |
| 1.1.3 | Message | | |
| 1.1.4 | Feedback | | |
| 1.1.5 | Encoding | | |
| 1.1.6 | Decoding | | |
| 1.1.7 | Medium/Channel | | |
| 1.1.8 | Barrier | (8 × 1) | (8) |
- 1.2 There are FOUR basic categories of communication.
- Name each of them and give a tourism-related example. (4 × 2) (8)
- 1.3 Define the term *gatekeeping* and give ONE tourism-related example. (2 × 2) (4)
- 1.4 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.
- | | | |
|-------|--|--|
| 1.4.1 | One of the techniques applicable to verbal communication is to demonstrate that you are listening. | |
| 1.4.2 | Direct oral communication includes no eye-contact throughout the conversation. | |
| 1.4.3 | Facial expressions are not an important part of kinesics. | |

- 1.4.4 Posture is the way we carry our bodies.
- 1.4.5 Non-verbal communication is culture-specific. (5 × 1) (5)
- 1.5 Identify the FIVE barriers of communication and give an example for each barrier. (5 × 2) (10)
- 1.6 What do the following acronyms and abbreviations stand for?
- 1.6.1 SATSA
- 1.6.2 FEDHASA
- 1.6.3 TLC
- 1.6.4 CIP
- 1.6.5 p.p.p.n (5 × 1) (5)
- [40]**

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

- 2.1 Define the term *motivation*. (3)
- 2.2 Discuss the influence that the following factors have on motivation in the workplace. Use tourism-related examples to substantiate your answers.
- 2.2.1 Incentives
- 2.2.2 Work environment (2 × 3) (6)
- 2.3 Maslow distinguishes between FIVE levels of needs that would play a role in motivation.
- Name the FIVE levels, and give a tourism-related example of each level of need. (Do not copy examples from the textbooks as they are.) (5 × 2) (10)
- 2.4 Mavis, as a senior travel consultant, should have an extrovert personality.
- 2.4.1 What is meant by *extrovert*?
- 2.4.2 Why should Mavis have this type of personality? (2 × 2) (4)

- 2.5 Mavis often has to solve conflict situations, for example the client that is angry about the room that was booked for him.

How should she approach this situation? Give her FIVE hints. (5)

- 2.6 Read the following text and answer the questions that follow.

Caroline is Mavis's friend and has not been successful in finding a job. Caroline blames it on the fact that she is not as beautiful as Mavis. Caroline also feels that people don't like her much and she doesn't know why.

- 2.6.1 Does Caroline have a good or poor self-image? (1)

- 2.6.2 Which TWO dimensions of her self- image seem to be a problem? (2)

- 2.6.3 State FOUR characteristics of poor self-image. (4)

Read the following text and answer the questions that follow.

It is the December holiday season; the staff at White Waters Hotel are working long hours. They have to deal with difficult clients whose expectations are not satisfied. Everybody wants everything to be done immediately. The staff does not have time to spend with their families. Mavis, the senior manager, who is a perfectionist, is also getting annoyed with some of the junior staff and is putting pressure on them to get things right.

- 2.7 Identify FIVE stressors in this situation. (5)
[40]

QUESTION 3: ETIQUETTE

Read the following text and answer the questions that follow.

Mavis works with a lot of people on a daily basis, therefore she's aware of the fact that etiquette plays an important role in her job and that she always has to ensure that she is always well-groomed.

- 3.1 Give Mavis some suggestions regarding the following:

- 3.1.1 Complexion and make-up.

- 3.1.2 Health

- 3.1.3 Hair

(3 × 3) (9)

3.2 What would be expected of Mavis regarding the following?

3.2.1 Punctuality

3.2.2 Loyalty

(2 × 3) (6)

3.3 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (3.3.1–3.3.10) in the ANSWER BOOK.

3.3.1 It is acceptable that Mavis greets the clients with 'howzit'.

3.3.2 Only the manager of the hotel is allowed to smoke at the dinner table.

3.3.3 Take your cigarette out of your mouth when you are talking to someone.

3.3.4 React to an invitation within 48 hours.

3.3.5 '18:00 for 18:30' means that all guests should be there for the dinner that starts at 18:00.

3.3.6 Private calls during office hours are allowed, however, it should be limited to only essential calls.

3.3.7 During dinner, Mavis may place her evening bag under the table next to her chair.

3.3.8 Tell your host that you are enjoying the food.

3.3.9 When serving wine, make sure that all glasses are only three quarters full.

3.3.10 During the dinner sitting, Mavis can pour her own wine if she sees that the waiters are very busy.

(10 × 1) (10)

3.4 Define the term *protocol*. (3)

3.5 The following terms appear on the menu at the dinner party that Mavis is attending.

Explain to her what is meant by each term.

3.5.1 Starter

3.5.2 Buffet

3.5.3 A la carte menu

3.5.4 Main dish

(4 × 1) (4)

3.6 How would you advise a receptionist to deal with incoming calls?

Give her FIVE hints.

(5)

3.7 What can you advise the receptionist regarding volume, when talking on the telephone?

(3)
[40]

QUESTION 4: INTERCULTURAL COMMUNICATION

Read the following text and answer the questions that follow.

Mavis works with a lot of clients from all over the world and she finds it very stimulating that they're from different cultures, however, Mavis is aware of the fact that one needs expert knowledge of cultural issues to be able to get along with people from different cultures.

4.1 Explain to Mavis why the following factors can cause problems in intercultural communication and give a tourism-related example to explain each factor:

4.1.1 Discrimination

4.1.2 Prejudice

4.1.3 Stereotyping

4.1.4 Ethnocentricity

(4 × 3) (12)

4.2 Explain why one should be knowledgeable about the following matters in order to ensure effective cross-cultural communication:

4.2.1 Territoriality

4.2.2 Space

4.2.3 Time

(3 × 3) (9)

- 4.3 One of the passengers in the tour bus tells his wife, 'You are the *sunshine* of my life'.

Use the sentence above to indicate the following:

4.3.1 Denotative meaning

4.3.2 Connotative meaning

(2 × 2) (4)

- 4.4 List the SIX elements of culture. (6)

- 4.5 Which territorial zones can you identify in the following situations?

4.5.1 Mr and Mrs Smith were sitting next to a friendly Chinese couple in a tour bus.

4.5.2 Jane left her files on the manager's desks and the manager was not impressed by that.

4.5.3 Mr Smith occupied a front seat on the tour bus when they visited the Drakensberg mountains.

(3 × 1) (3)

- 4.6 Discuss the following skills that are regarded as being essential for intercultural communication.

4.6.1 Trust

4.6.2 Attitude

4.6.3 Extend goodwill

(3 × 2) (6)
[40]

QUESTION 5: WRITTEN COMMUNICATION

Read the following text and answer the questions that follow.

FAX MESSAGE

Mavis from Around the World Travel and four of her female friends are planning a weekend getaway to Pilanesburg Game Reserve, from 9 to 15 September 2017. Before making a booking over the internet, she calls the game reserve to make some inquiries.

She needs to know whether there is a spa available at Pilanesburg. Mavis wants to know if there is any game drives available, if so what is their price range? She also wants to know if there is self-catering chalets and how close is the nearest shop, as they will be catering for themselves.

Lindiwe, the receptionist at Pilanesburg, tells Mavis that she will fax all the relevant information to her. Mavis's fax number is 012 123 0045.

- 5.1 Using the information given above, complete the fax message form attached as ADDENDUM A. Note that you have to complete this form as Lindiwe.

(20)

Mark allocation for QUESTION 5.1.

LAYOUT	LANGUAGE	CONTENT	TOTAL
4	4	12	20

PRÉCIS

Read the following text about the Tourism Indaba.

About Tourism Indaba.

Tourism INDABA is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar.

It showcases the widest variety of Southern Africa's best tourism products and attracts international buyers and media across the world. Tourism INDABA is owned by the South African Tourism and organised by Pure Grit Project and Exhibitions Management (Pty) Ltd.

Tourism INDABA is held yearly, usually around May, at the Inkosi Albert Luthuli Convention Centre, which is also known as Durban ICC. Exhibitors in the DEC (Durban Exhibition Centre) include provincial authorities, provincial products and African Countries. Admission is reserved for delegates over 16 years of age.

Tourism INDABA has a dedicated following of local and international media who provide extensive coverage of the exhibition for local and international markets through radio, television, newspaper and dedicated travel publication.

- 5.2 Summarise the above text in 70 words. Provide a new heading and write the number of words at the end of the summary.

(20)
[40]

TOTAL: 200

ANSWER SHEET EXAMINATION NUMBER:

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ADDENDUM A

PILANESBERG GAME RESERVE

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

FAX MESSAGE

TO:

ATTENTION:

FAX NR:

FROM:

DATE:

NUMBER OF PAGES:

SUBJECT:

MESSAGE:

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Signature: