



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

24 MAY 2019

This marking guideline consists of 9 pages.

QUESTION 1: THE COMMUNICATION PROCESS

- 1.1
- Sender
 - Encoding
 - Message
 - Receiver
 - Decoding
 - Medium/Channel
 - Feedback
 - Noise
- (8)
- 1.2
- Questionnaires
 - Direct observation
 - Changes in behaviour
 - Voluntary comments in mass media
 - Public support
- (Any 4 × 1) (4)
- 1.3
- 1.3.1 C
- 1.3.2 D
- 1.3.3 B
- 1.3.4 A
- (4 × 1) (4)
- 1.4
- 1.4.1 A psychological barrier is caused by any emotional or personality trait on the part of the sender or receiver.✓ Example: A stressed consultant will have difficulty convincing a tourist to go on an exotic trip.✓
- 1.4.2 A physiological barrier is caused by dysfunction or discomfort of the body.✓ Example: The older tourist is hard of hearing. The seat in the aeroplane is too small and uncomfortable.✓
- 1.4.3 A semantic barrier is caused by a person not understanding the language or specific words, such as jargon.✓ Example: The German visitors do not understand the Afrikaans words that the guide is using.✓
- (3 × 2) (6)
- 1.5
- 1.5.1 Graphics/Pictograms
- 1.5.2 Proxemics
- 1.5.3 Gesture/Kinesics
- 1.5.4 Facial expression/Kinesics
- 1.5.5 Colour coding
- (5 × 1) (5)

1.6	1.6.1	• Letter of appreciation/apology, etc. • Fax message • Telephone message • Minutes • Notice/Agenda • Written report	(Any 2 × 1)	(2)
	1.6.2	Request for a booking Complaint at the counter Telephone conversation Interview Meeting, etc.	(Any 2 × 1)	(2)
1.7	You need at least two people to communicate;✓ a sender sends a message✓ to a receiver✓ who reacts by giving feedback✓ on that message.			(4)
1.8	1.8.1	Baggage: Personal effects that a traveller might carry on a journey		
	1.8.2	B & B: Bed and Breakfast		
	1.8.3	Check-in time: The time that a person has arrived for a flight or at a hotel		
	1.8.4	Domestic: Within one's own country		
	1.8.5	Minimum Connecting Time: Minimum time that a passenger may have between connecting services	(5 × 1)	(5)
				[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

- 2.1 It is a group of factors✓ that determines✓ and directs a person's behaviour.✓ (3)
- 2.2 2.2.1 It must meet the lower order needs of the employee.✓ It must be physically acceptable, not too hot/cold/noisy/dark.✓ Example: Consultants who work in an air-conditioned office will be more productive.
- 2.2.2 Incentives motivate people to work harder and better,✓ e.g. free trips and staff rewards, etc.,✓ for people who have earned it.✓ (2 × 3) (6)
- 2.3
- Physical needs:✓ Visitors at a hotel expect to drink safe water and sleep on clean linen.✓
 - Safety needs: ✓ There should be safety equipment and procedures at the hotel to keep guests safe.✓
 - Social needs:✓ Different activities are offered at a hotel to give guests the opportunity to socialise.✓
 - Esteem:✓ A person feels honoured when asked to join a gala dinner.✓
 - Self-actualisation:✓ Staff at a hotel gets the opportunity to undergo training and to improve their knowledge about the tourism industry.✓ (5 × 2) (10)
- 2.4 2.4.1 An extrovert can be described as being outgoing, social, spontaneous and a good observer of people. (2)
- 2.4.2 She is working with all kinds of people on a daily basis and cannot afford to be shy and withdrawn. (2)
- 2.5
- The physical dimension
 - The dimension of skills
 - The intellectual dimension
 - The psychological dimension
 - The sexual dimension (5)
- 2.6 It can be defined as the study of the immediate experience of organisms, influenced by previous experiences.✓ It includes identifying, discriminating, recognising and judging objects by means of sensory information.✓ (2)
- 2.7
- It has immediacy.
 - It has structure.
 - It has stability.
 - It is meaningful.
 - It is selective. (5)

- 2.8
- Watch for conflict warning signs.
 - Observe the other person's behaviour and think carefully what you are going to say.
 - Do not get drawn into a shouting match, rather leave the situation.
 - Ignore personal abuse. Remember that arguments are most likely between two companies, not individuals.
 - Enlist the help of colleagues/professionals to resolve serious conflict.
- (Any relevant answer) (5)
- [40]**

QUESTION 3: ETIQUETTE

- 3.1 Etiquette is the conventional laws✓ of courtesy✓ observed among people in society.✓ It is prescribed norms of conduct.✓ (4)
- 3.2
- Smile
- Say:
- Please
 - Thank you
 - I am sorry
 - It was my fault
- (5)
- 3.3
- The occasion/type of function
 - Date
 - Time
 - Venue
 - Dress code
- (5)
- 3.4
- Be kind.
 - Be helpful.
 - Sound interested.
 - Ask the client's permission before putting him/her on hold.
 - Never demand anything from your client.
 - Never say to the client: 'I don't know'.
 - Never say to the client: 'We cannot do that'.
 - Never tie up the switchboard with unnecessary private calls.
 - If an answering machine is connected to the telephone, make sure to follow up messages.
- (7)
- 3.5
- 3.5.1 The secretary of the VIP
- 3.5.2 The organiser of the reception
- 3.5.3 The national anthem
- (3 × 1) (3)

3.6	3.6.1	True	(10 × 1)	(10)
	3.6.2	False		
	3.6.3	False		
	3.6.4	True		
	3.6.5	True		
	3.6.6	True		
	3.6.7	True		
	3.6.8	True		
	3.6.9	False		
	3.6.10	False		

- 3.7
- Be immaculately clean on one's person and clothes.
 - Take care of personal hygiene.
 - Use antiperspirants or deodorants.
 - Apply make-up neatly and subtly.
 - A fresh breath is important. Brush teeth regularly and visit the dentist regularly.
 - Avoid overwhelming perfume or aftershave lotions.
 - Hands must be well manicured.
 - Keep jewellery clean.
- (Any 6 × 1) (6)
- [40]**

QUESTION 4: INTERCULTURAL COMMUNICATION

- 4.1
- 4.1.1 Prejudice – judging people before you know them/unjustified reaction to an unfamiliar person/minority group,✓✓ for example, if a client wears shabby clothes, one might think that he/she will never be able to afford a tour to Brazil.✓
- 4.1.2 Discrimination – behaviour where a person does not want to deal with certain groups,✓✓ for example, a South African who prefers not to work with Kenyans.✓
- 4.1.3 Perception – forming a mental picture or concept of certain people or ideas,✓✓ for example, when a young lady requests to book accommodation at a five-star hotel, a person might assume that, because of her age, she will not be able to afford five-star accommodation.✓
- 4.1.4 Stereotyping – one associates a negative trait with a person because of the group that person belongs to,✓✓ for example, all rich people are proud.✓
- (4 × 3) (12)

- 4.2
- Norms
 - Beliefs
 - Values
 - Ideas
 - Attitudes
 - Symbols
- (6)
- 4.3
- 4.3.1 A stubborn donkey/mule
- 4.3.2 A very firm/stubborn person
- 4.3.3 False
Language becomes *subjective* when connotative meaning is used.
(3 × 2) (6)
- 4.4
- 4.4.1 Secondary territory
- 4.4.2 Primary territory
- 4.4.3 Public territory
(3 × 1) (3)
- 4.5
- 4.5.1 Extend goodwill: One should have respect and show consideration for other cultures.
- 4.5.2 Attitude: One should realise that other cultures are different, not inferior or superior to one's own culture. See another culture's behaviour against the background of what is acceptable in that culture and be flexible.
- 4.5.3 Trust: Due to stereotyping and prejudice, a lack of trust develops. One can learn from other cultures and grow into a wider perspective.
- 4.5.4 Feedback: Ask questions and make sure you have understood the other person correctly and that the other person has understood you correctly. This minimises misunderstanding.
- 4.5.5 Knowledge of other cultures: Efforts should be made to gain knowledge of other cultures, based on facts.
(5 × 2) (10)
- 4.6
- They value other cultures
 - They learn about other cultures
 - They learn to deal with other cultures
 - They develop the ability to accept people with different behaviour from different cultures.
(Any acceptable answer) (Any 3 × 1) (3)
- [40]**

QUESTION 5: WRITTEN COMMUNICATION**5.1 FAX MESSAGE**

REST WELL HOTEL	
Tel:	017 123 4567
Fax:	017 123 8910
Email:	<u>restwellhotel@reservations.com</u>
FAX MESSAGE	
TO: Mr Wilson✓	
ATTENTION: Mr Wilson✓	
FAX NR: 060 234 1010✓	
FROM: Lerato✓	
DATE: Exam date✓	
NO OF PAGES: 1 of 1✓	
SUBJECT: BOOKING ARRANGEMENTS✓	
MESSAGE	
I am faxing you the information that you have requested. A family suite is available for the period from 10 to 15 December.✓ The booking includes breakfast only and all costs included amount to R1 500,00 per day.✓ We also have a restaurant at the hotel, however, no meals are included in the accommodation cost.✓ There is a crocodile farm in the neighbourhood, which is 1,2 km away from the hotel. (Students' answers will differ about places of interest in the vicinity of the hotel.) ✓ Please contact us if there are any questions. Kind regards <i>Lerate.</i>✓	

MARK ALLOCATION

LAYOUT	LANGUAGE	CONTENT
4	4	12
As indicated on the fax message	Minus ½ mark for each grammar and spelling mistake up to 4 marks	As indicated on the fax message

(20)

5.2 **MEMORANDUM****REST WELL HOTEL****MEMORANDUM****FROM:** Lerato✓**DATE:** Exam date✓**TO:** John✓**SUBJECT:** BOOKED OFF ON THREE DAYS' SICK LEAVE✓

Dear John, please note that I have been booked off on three days' sick leave and, therefore, won't be able to complete some important tasks.✓ Could you please assist me with a few things that have to be done?✓

Can you please ensure that the fax machine/facility is ready for use by a guest in Room 25.✓ You will find the name of the guest in my special request file, which is in my office. Can you also ensure/confirm that Mrs Sechele's flight has been booked. The necessary information is in my diary, which is on my desk.✓

Thank you again for standing in for me. I really appreciate it.✓

Kind regards
Lerato

MARK ALLOCATION

LAYOUT	LANGUAGE	CONTENT
4	6	10
Minus 1 mark per mistake for spacing and frame	Minus 1 mark per grammar and spelling mistake up to 6 marks	As indicated on the telephone message

(20)
[40]

TOTAL: 200