



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**NATIONAL CERTIFICATE
TOURISM COMMUNICATION N4**

(5140184)

**24 May 2021 (X-paper)
09:00–12:00**

OPEN-BOOK EXAMINATION

**Students are allowed to bring the following into the examination room:
their student portfolios containing class notes, brochures, guides, case studies,
assignments and tests;
textbooks, GSA magazine, travel voucher and TWO dictionaries.**

Electronic dictionaries may NOT be used.

This question paper consists of 10 pages and 1 ANSWER SHEET.

040Q1J2124

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
TOURISM COMMUNICATION N4
TIME: 3 HOURS
MARKS: 200

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. All the questions are tourism related. The answers must reflect the situation in the tourism industry.
 5. Staple the completed ANSWER SHEET (attached) to the inside of the front page of the ANSWER BOOK.
 6. Start each section on a new page.
 7. Use only a black or blue pen.
 8. Write neatly and legibly.
-

QUESTION 1: THE COMMUNICATION PROCESS

Read the scenario below and answer the questions.

Samuel Nceba is a newly appointed consultant at AA Travel and Tours. As a junior consultant, he has to do domestic bookings and filing. He is helpful and speaks Xhosa. One day he phoned to confirm a departure date with his client, Mr Ndou, who only understands and speaks Tshivenda. The two could not confirm the date, resulting in Samuel feeling guilty when the client became angry. Samuel apologised and told the client that his colleague, Mr Mulaudzi, would phone and speak to him as Mr Mulaudzi also understands and speaks Tshivenda. Mr Ndou also said that he was in the hospital and struggled to hear Mr Mulaudzi because he was in pain and had a headache. When they were about to finish the call, the phone just cut off. After the phone call, Mr Mulaudzi advised Samuel to try and learn other people's languages. However, Samuel said that it is not important for people to learn languages such as Tshivenda.

- 1.1 Give a definition of *communication*.  (5)
- 1.2 Name FIVE common communication barriers and identify an example of each from the above scenario. (10)
- 1.3 With reference to a tourism-related example, explain why face-to-face communication is so valuable. (4)
- 1.4 Your client does not understand the travel terminology frequently used in tourism business as a service industry. 
- Explain the following travel terminology to your client:
- 1.4.1 Jet lag
- 1.4.2 Continental breakfast
- 1.4.3 Check-in time
- 1.4.4 Visa 
- 1.4.5 Business class
- (5 × 1) (5)
- 1.5 Explain what a *contradictory message* is and give a tourist related example. (2 × 2) (4)

1.6 Identify the communication category in each of the following scenarios:

1.6.1 Samuel is wondering whether the best way to go to Cape Town is by plane.

1.6.2 The general manager addresses 50 consultants during the seminar.



1.6.3 Mr Mulaudzi, a senior consultant, advises Samuel, a junior consultant, on how to meet a target on time.

1.6.4 Since Samuel talked to the plants in the office, they grow much better.

(4 × 1) (4)

1.7 The space around people can be divided in four zones.

Name the FOUR zones and briefly describe each.

(4 × 2) (8)

[40]



QUESTION 2: SUCCESSFUL HUMAN RELATIONS

Read the background information below and answer the questions.

Employees in nature reserves are quite isolated because they are living and working in the reserves. The management therefore goes to a lot of trouble to motivate staff with policies and incentives. They have a monthly get-together for the employees, pay them good salaries with medical aid benefits, encourage further studies, and have merit awards for the best workers.

2.1 Maslow distinguishes between five levels of needs that motivate people. Samuel's needs are satisfied.

Name Samuel's FIVE levels of needs and give an example of each from the background information.

(5 × 2) (10)

2.2 Samuel struggles with conflict with his co-workers.



Give Samuel FOUR hints on how to deal with interpersonal conflict in the workplace.

(4)

2.3 Several factors can influence and motivate staff in the workplace.

Explain the following factors and give a tourism-related example of each:

2.3.1 Policy

2.3.2 Safe working environment

2.3.3 Supervision

2.3.4 Remuneration

(4 × 2) (8)

2.4 Indicate whether the following statements on acceptable ways to handle stress are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.4.1–2.4.5) in the ANSWER BOOK

2.4.1 You can drink more coffee.

2.4.2 Know how to identify stressors.



2.4.3 Drink whisky regularly after work.

2.4.4 Exercise only when you feel like it.

2.4.5 Eat healthily.

(5 × 1) (5)

2.5 Name THREE stressors one can experience at work. (3)

2.6 A good self-image is essential when dealing with people. Employees are urged to work on their self-image.

Give ONE tourism-related example of each of the following dimensions of self-image:

2.6.1 Physical dimension

2.6.2 Sexual dimension



2.6.3 Intellectual dimension

2.6.4 Psychological dimension

2.6.5 Dimension of skill

(5 × 1) (5)

2.7 People have different personality types.

2.7.1 Samuel is innovative, subjective and not very fond of social gatherings at work.

Would you regard Samuel as an extrovert or introvert? (2)

2.7.2 Name THREE classical personality types.



(3)
[40]

QUESTION 3: ETIQUETTE

In the tourist office, Samuel Nceba has to face situations with colleagues and clients from different cultures. Therefore, he should know how to handle people from different cultures and how to behave.

At AA Travel and Tours, it is expected of the employees to be well-presented at all times.



3.1 What advice should Samuel give to new employees regarding the following:

3.1.1 Clothes

3.1.2 Health

3.1.3 Fresh breath

(3 × 3) (9)

3.2 People visiting a resort like Shamase are not always sure how to behave during their stay.

Can the following examples be seen as acceptable behaviour by visitors to Shamase? Write only 'Yes' or 'No' next to the question number (3.2.1–3.2.5) in the ANSWER BOOK.

3.2.1 Taking the complementary soap and shampoo home

3.2.2 Playing music during the day, but not too loud



3.2.3 Staying in your luxury tent the whole day

3.2.4 Using your neighbour's boma to make your fire in

3.2.5 Drinking tea or coffee any time you feel like it

(5 × 1) (5)

3.3 Explain the following terms often used in the tourism industry:

3.3.1 À la carte

3.3.2 Brunch

3.3.3 VIP



3.3.4 English breakfast

3.3.5 RSVP

(5 × 1) (5)

- 3.4 Answering the telephone is a second nature to Samuel Nceba, a consultant at AA Travel and Tours. However, from time to time he needs to be reminded of appropriate telephone etiquette.



Give him FIVE hints on how to deal with incoming telephone calls. (5)

- 3.5 Samuel should know on how to relate to clients and colleagues and how to act promptly and correctly.

Explain the meaning of each of the following:

3.5.1 Protocol

3.5.2 Service excellence

3.5.3 Punctuality

(3 × 2) (6)

- 3.6 Give the reason for each of the following recommendations on handling and serving wine correctly:

3.6.1 White wine should be stored horizontally.



3.6.2 Red wine should be opened a while before serving.

3.6.3 The label of wine should not be concealed.

(3 × 1) (3)

- 3.7 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (3.7.1–3.7.7) in the ANSWER BOOK.

3.7.1 You should get up from behind your desk to greet a tourist entering your office.

3.7.2 You are allowed to smoke during dinner.

3.7.3 Samuel should avoid conversation topics like religion and politics.

3.7.4 You can make private calls at any time during working hours.

3.7.5 Formal invitations should be sent out three to four weeks in advance.



3.7.6 If you cannot attend a function, you can send a substitute without informing the hostess.

3.7.7 You will not be allowed to enter the theatre after the show has started.

(7 × 1) (7)

[40]

QUESTION 4: INTER-CULTURAL COMMUNICATION

4.1 Explain why the following can cause problems in intercultural communication and give a tourist related example of each:

4.1.1 Ethnocentricity

4.1.2 Discrimination 

4.1.3 Perception

4.1.4 Stereotyping

(4 × 3) (12)

4.2 Differences in cross-cultural interpretation of non-verbal cues like time, space, kinesics and territoriality may cause problems for people who are not aware of these differences.

Identify the matter, often interpreted differently, found in each of the following examples:

4.2.1 Europeans do not like to travel in the crowded urban taxis.

4.2.2 You should not point your toes towards a Chinese person. 

4.2.3 Some people do not realise that you have to be punctual when travelling by rail or air.

4.2.4 Samuel regards the brochure stand as his domain and you must ask him before removing a brochure.

(4 × 1) (4)

4.3 Discuss the following aspects that make one an effective communicator:

4.3.1 Knowledge of other cultures

4.3.2 Prevention of barriers

4.3.3 Behaviour

4.3.4 Empathy 

(4 × 2) (8)

4.4 Give THREE reasons why the language used in the national parks should be English. (3)

- 4.5 South Africa is a very interesting country with a variety of cultures and the cultural tourism is very important. Every year, September is heritage month.

What is the difference between *cultural* and *intercultural* communication?



(2 + 2)

(4)

- 4.6 Is the meaning of each of the following examples *connotative* or *denotative*?

4.6.1 I have to spoon-feed the new agent.

4.6.2 I have to explain everything in detail to the new agent.

(2 × 1)

(2)

- 4.7 Would you rather use *connotative* or *denotative* language in the office? Motivate your answer.



(3)

- 4.8 Choose a description from COLUMN B to match a word in COLUMN A. Write only the letter (A–D) next to the question number (4.8.1-4.8.4) in the ANSWER BOOK.

COLUMN A		COLUMN B
4.8.1	Norms	A what a certain culture believes and feels for
4.8.2	Beliefs	B punctuality is important in western cultures
4.8.3	Values	C the rhino must be protected at all costs
4.8.4	Attitudes	D the only person to dress in white at a wedding is the bride



(4 × 1)

(4)

[40]

QUESTION 5: WRITTEN COMMUNICATION

Read the background information below and answer the questions.

The economy is unstable and cost of living is getting higher. The manager of AA Travel and Tours, Mr Tshedza Manngo, realises that many people who frequently travelled overseas are looking for more affordable domestic opportunities. Therefore, he sends a memorandum to all the staff to inform them of a brainstorming session to compile new travel packages. The meeting will be held on Friday 18 October 2020 from 09:00 to 16:00 in the boardroom. Lunch will be served.



Mr Manngo expects all staff members to attend. He wants them to come with proposals or ideas regarding theme cruises along the South African coast, hiking tours, theme-related walking tours to sites in cities, and new options for flight, accommodation and car hire. Any new travel idea would be explored.

5.1 Letter of goodwill

Mr Manngo used to be a senior consultant at AA Travel and Tours. On 23 February 2020 he was promoted to manager of this office. It was a well-deserved promotion, as he is hardworking, trustworthy, well-organised and has excellent people skills. He was also often named consultant of the month with the highest amount of sales to his credit.

You are Leeto Maputhuma.

Write a letter to congratulate Mr Manngo on his promotion.

Use the address provided on the ANSWER SHEET (attached).

Mark allocation: Layout: 4
 Language: 6
 Content: 10



(20)

5.2 Internal memorandum

You are the manager of AA Travel and Tours, Mr Tshedza Manngo.

Use the ANSWER SHEET (attached) to draw up the memorandum for the brain storming session.

Mark allocation: Layout: 4
 Language: 4
 Content: 12



(20)

[40]

TOTAL: 200

(5140184)

ANSWER SHEET

EXAMINATION NUMBER:

[illegible]

PO Box 3020
Kempton Park
1630

MEMORANDUM

AA Travel and Tours

To: _____

From: _____

Date: _____

Message:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.