higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

TOURISM COMMUNICATION N4

14 NOVEMBER 2016

This marking guideline consists of 9 pages.

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QUESTION 1: THE COMMUNICATION PROCESS

1.1 1.1.1 Peter
1.1.2 Are there seats available on 15 December?
1.1.3 Sandra
1.1.4 No seats available/fully booked for December
1.1.5 English
1.1.6 Telephone
1.1.7 Poor telephone connection/ telephone conversation broke up
(7 x 1) (7)

1.2 1.2.1 D
1.2.2 B
1.2.3 A
1.2.4 C
(4 x 1)

1.3 1.3.1 Semantic – where the use of language leads to miscommunication. for example The client can only speak French and the assistent only English/when words are mispronounced.

1.3.2 Physical – barriers outside the sender and receiver for example aeroplane noise, poor telephone line/too loud music in the office.

1.3.3 Psychological – emotion or personality traits may prevent effective communication. for example a person is distracted by a problem at home/ person feels nervous during the consultation.

1.3.4 Physiological – a physical disability for example because of a cold Sandra could not hear what the client was saying/migraine

1.3.5 Perceptual – messages are interpreted differently because of different perceptions for example because Sandra likes to go on cruises, she doesn't see the need for air travel.
1 Mark each + 1 mark for any appropriate tourism related example.
(5 x 2) (10)

1.4 1.4.1 The non-verbal message.

1.4.2 The consultant lies to the client in connection with queries she does not want to make, but break eye-contact with the client.
(Or any suitable example) (2 x 2) (4)

1.5 1.5.1 Acoustic semiology
1.5.2 Bodily movements
1.5.3 Kinesics/gesture
1.5.4 General appearance
1.5.5 Graphics/pictogram
(5 x 2) (10)

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1.6
- Direct communication is where the sender and receiver is communicating face to face, e.g. the client is consulting the consultant regarding a trip to Europe.
- Indirect communication is where the sender and receiver are not together physically, e.g. Sandra phones Peter to enquire about available seats on the train. (Any suitable tourism related example)(2 x 2) (4)

1.7
1.7.1 Estimated Time of Departure
1.7.2 British Airways
1.7.3 Public Driver's permit
1.7.4 World Health organisation
1.7.5 Youth Hostel Assosiation
1.7.6 Airports Company of South Africa

(6 x 1) (6)
[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

2.1
- Motives may be unconcsious
- It is difficult to identify motives
- Some habits became the way that people behave
- Unpleasant experiences may be the cause of behaviour (4)

2.2 Physical needs – Food is served on the longer flights
Safety and security needs – The travel agency provides a pension fund
Need for love and acceptance – The tour group enjoy the socialising during the evenings
Esteem and self-esteem – The consultant of the month's photo is displayed in the window
Self- actualisation – The employees are encouraged to reach their full potential by doing extra courses in the tourism field
(Any suitable tourism related example must be excepted. 1 mark for the need and 1 for the example) (5 x 2) (10)

2.3
2.3.1 Supervision
2.3.2 Safe working environment
2.3.3 Remuneration
2.3.4 Policy of the management

(4 x 1) (4)

2.4
- The Choleric –controlling extrovert
- The Sanguine – entertaining extrovert
- The Melancholy – perfectionistic introvert
- The Phlegmatic – laid back introvert.

(4 x 1) (4)

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2.5 2.5.1 Emotions are observed by the non-verbal signs/body language of the person. (2)

2.5.2
- When a person is cross, they get red in the face, and their eyes will also convey the message.
- A shy person may blush
- A happy person will smile, et cetera

(Any TWO suitable examples) (2 x 2) (4)

2.6 2.6.1 Sexual dimension
2.6.2 Intellectual dimension
2.6.3 Dimension of skill
2.6.4 Psychological dimension
2.6.5 Physical dimension

(5 x 1) (5)

2.7
- Has positive views of the self
- Accepts himself/herself as he is
- Capable of controlling their emotions
- Sets realistic, attainable goals
- Prepared to take calculated risks and the consequences thereof
- Judge their own and other people's abilities realistically (Any 4 x 1) (4)

2.8 Stressors are factors✓ or conditions✓ which cause strain✓. (3)
[40]

QUESTION 3: ETIQUETTE

3.1 3.1.1 Hygiene – You must be immaculately clean: hair, teeth, nails, bath/shower daily,✓ use deodorants/antiperspirants. ✓

3.1.2 Posture – Stand up straight, walk gracefully, with confidence✓ and do not slouch when sitting/your posture must show confidence, be alert and not too relaxed.✓

3.1.3 Health – To be healthy means that you must eat regular well-balanced meals and get enough excercise and sleep.✓ When ill consult a docter and if contagious, stay at home. ✓

(3 x 2) (6)

3.2 3.2.1 Loyalty – You will have to support the company, management and colleaugues and clients,✓ not to criticise them or gossip about them to the outside world.✓

3.2.2 Punctuality – You must be on time for work, meetings✓ and adhere to schedules and deadlines. ✓

3.2.3 Initiative – This means you take responsibility and are willing to experiment in order to improve performance and products✓ and face up to unforseen situations.✓

(3 x 2) (6)

3.3 3.3.1 A man is introduced to a woman

3.3.2 When a person has a distinctive or professional title, it should be mentioned when introducing the person.

3.3.3 Ensure if the woman is using her husbands name, if not, introduce each one by the susrname he/she is using.

3.3.4 Use your name and the name of the company where you are employed and shake hands.

(4 x 1) (4)

3.4 Etiquette is the conventional✓ laws of courtesy✓ observed among members of the community's✓ prescribed norms of conduct.✓ (4)

3.5 3.5.1 Volume – The message must be audible and clear, adjust your voice to the circumstances✓ and do not shout when you have difficulty in hearing the client. ✓

3.5.2 Tempo – It is wise to speak a bit slower✓ than your usual conversational tempo.✓

3.5.3 Tone – The tone conveys your emotion and attitude. It should therefore be friendly, polite, considerate and interested. ✓✓

(3 x 2) (6)

3.6
- Plan your call, know the purpose and the feedback required
- Have all the relevant information at hand
- Dial the correct number and know which extension
- Make sure you are speaking to the right person
- Have pen and paper ready to make notes
- Greet politely, identify yourself, your company and purpose of the call
- Indicate who you want to talk to (Any 4 x 1) (4)

3.7
3.7.1 True
3.7.2 False
3.7.3 True
3.7.4 True
3.7.5 False
3.7.6 True
3.7.7 True
3.7.8 False
3.7.9 True
3.7.10 False

(10 x 1) (10)
[40]

QUESTION 4: INTER-CULTURAL COMMUNICATION

4.1 4.1.1 Prejudice – You form an opinion of an unknown person just because he/she belongs to a certain group and believes that he/she has certain peronality traits.✓✓ A Roman Catholic consultant do not like the person when he/she sees that he/she is a Muslim✓

4.1.2 Discrimination – behaviour where you tend not to deal with certain groups,✓✓as an American you prefer not to work with Afgans.✓

4.1.3 World view – it is the way you perceive the world and the way you believe things to be and to be done. But it varies from person to person and from nation to nation✓✓ What happens around the world influence us. But it must help you to understand the different ways in which people act and react. E.g. Sotho people may dress and behave differently from the Zulu people.✓

4.1.4 Stereotyping – you associate a negative trait with a person, just because that person belongs to a certain group,✓✓ e.g. The Nigerians are good business people.✓

(4 x 3) (12)

4.2 4.2.1 If a word is mispronounced or the accent is on the wrong part of the word, it is not articulated correctly and therefore the receiver will not be able to understand the message.✓ You must ensure that you know how to articulate the words correctly.✓

4.2.2 Connotation is the secondary and not the direct or literal significance of a word or phrase. It can easily be misinterpretet.✓ Rather use the denotative or literal meaning of messages.✓

4.2.3 In South Africa with 11 official languages, and as a service to international tourists, all speaking different languages,✓ English should be used in the travel office.✓

(3 x 2) (6)

4.3 4.3.1 F
4.3.2 D
4.3.3 E
4.3.4 B
4.3.5 C
4.3.6 A

(6 x 1) (6)

4.4
- Sotho
- Lawyer/legal profession
- Methodist (3 x 1) (3)

4.5 4.5.1 Time – Some people, like Western cultures see time and punctuality as very important. Time is money.✓ Other cultures like African, and Mediterranean do not see time as that important. Tomorrow is another day.✓ The problem is that each culture believes that it is right and that leads to frustration and a breakdown in communication.✓

4.5.2 Space – Western cultures like to uphold a certain space when communicating, and do not like other people to move into their intimate zone.✓ African and Middle Eastern cultures do not have a problem with other, even complete strangers, to move into their intimate zone.✓ If you are not aware of these differences, one can easily feel offended by the other person's behaviour.

4.5.3 Kinesics – These are bodily movements that convey a message.✓ Many of these movements are culture specific✓ and will be interpreted incorrectly by another culture or may even be offended by what the sender regards as a innocent gesture.✓

(3 x 3) (9)

4.6 Cultural communication is the communication within one specific culture. This communication is between people who share the same elements of culture. Cross-cultural communication is between people who do not share the same culture and therefore differences in interpretaing the message may occur. (4)

[40]

QUESTION5: WRITTEN COMMUNICATION

5.1 **Fax message**

African Travel
Tel: 041 123 4567 Fax: 041 123 4588

TO: ABC Enterprises*
ATTENTION: Mrs Benecke *
NUMBER: 011 455 6767*
FROM: Sandra *
DATE: *before 1 December* *
TOPIC: Seats/travel from Johannesburg to Bloemfontein*
NUMBER OF PAGES/AANTAL BLADSYE 1*

You were interested in seats on the train from Johannesburg to Bloemfontein on 15 December, but it was fully booked.✓

Peter Mashaba from the South African Railways✓ has now phoned me with the information that there was a cancellation✓ and there are two first class seats available✓ on 16 December (1) and on the return journey seats from Bloemfontein to Johannesburg (1) available on 31 December✓ as well as on 4 and 6 January 2017.✓ If you were still interested, you must phone him within 48 hours✓ at 011 234 6677 to book.✓ The price is R400 pp one way.✓ You has to pay in full when you book.✓

Signature/Handtekening: *S. Moitsi**

Layout 4 * -1 per mistake or ommission
Language 4 - ½ per mistake
Content 12 as indicated
If the content is misinterpreted, no marks earned for **layout or language.** (20)

5.2

African travel
Telephone message

To: Sandra *

From: Mrs Benecke *

Date: later than the date oof the fax*

Time: Any*

Message:

Mrs Benecke, phoned.✓ She said she phoned Peter Mashaba✓ on the number in your fax message✓ several times.✓ The only reaction was that the 'the number you have dialled, does not exist'.✓ Would it be possible for you to contact him✓ as they would like two seats on 16 December✓ from Johannesburg to Bloemfontein (1) and two seats on the return journey✓ on 6 January.✓ She would also like to know where she could pay for the booking.✓ She appreciated your effort.✓

Message taken by/ Boodskap geneem deur: Maria *

Layout 4 * -1 per mistake or ommission
Language 4 - ½ per mistake
Content 12 as indicated

If the content is misinterpreted, no marks can be earned for **layout or language** (20)
[40]

TOTAL: 200

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