higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

12 NOVEMBER 2018

This marking guideline consists of 9 pages.

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QUESTION 1: THE COMMUNICATION PROCESS

1.1
- Intrapersonal communication:✓ thinking to himself 'what have I gotten myself into?'✓
- Interpersonal communication:✓ meeting between Willy and Mrs Clark.✓
- Mass:✓ GSA and Internet.✓ (3 × 2) (6)

1.2 Gate-keeping describes the deliberate creation of communication barriers✓ when there is fear of known or unknown consequences.✓ For example, Mrs Clark's personal assistant saying she will check her availability.✓✓(2 × 2) (4)

1.3
- Verbal communication: refers to the spoken and written word, everything that is either said orally or which is written down.✓ For example Willy talks to Mrs Clark or Mrs Clark's PA.✓
- Non-verbal communication: refers to the transfer of information by means other than language. The use of body language, colour or sound.✓ For example Willy using a gesture/body language to offer another client a seat.✓ (2 × 2) (4)

1.4
- Intimate zone: This is when a distance of up to half a metre is maintained between sender and receiver.
- Personal zone: This the distance of between half and one metre between sender and receiver.
- Social zone: A distance of between one and two metres between sender and receiver.
- Public zone: This the distance of more than three metres between sender and receiver.✓ (4 × 2) (8)

1.5
1.5.1 Something that a tourist wants to see or visit.✓ An attraction can be natural (Drakensberg mountains) or man-made, such as Sun City.✓

1.5.2 An airline class of service✓ aimed, as would be expected, at business travellers.✓

1.5.3 Personal and unique identification attached to a piece of baggage.

1.5.4 The process of finalising the bill, etc.,✓ when the guests vacate a hotel or other accommodation.✓

1.5.5 A light breakfast of bread rolls. coffee, toast and so forth.

(5 × 2) (10)

1.6
- Serious approach
- Rational approach
- Emotional approach
- Humorous approach (4)

1.7
- Good listening implies the active receiving of words with concerned attention.
- It also means listening attentively, critically, and appreciatively. (2)

1.8 If the communication has been a call to support a good cause by, for example, SMSing a R100 donation to a certain number✓ then the feedback would be how many people's replies are received.✓ (Any relevant answer.) (2)

[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

2.1 It is an inner drive✓ that makes you willing to spend energy and make a persistent effort to reach a goal.✓ A group of factors which determines and directs an organism's behaviour.✓ (3)

2.2
- Intrinsic motivation – refers to activation from within or from inside yourself.✓ It is when you are inwardly determined to strive to be competent.✓
- Extrinsic motivation – it is when you do things to please others, or because you will be rewarded if you do it.✓ It means external or outside yourself.✓

(2 × 2) (4)

2.3
- Level 1: Physiological/Physical needs:✓ these are drives such as hunger, thirst, oxygen, sleep. They are the most basic and until they are satisfied, they will dominate other needs. For example, a guest at a hotel will require food, water and sleep.✓
- Level 2: Security/Safety needs:✓ these needs are important for survival, and are very close to the very basic, physiological needs. They mean living in safety, securing future. For example, a tourist will need to know whether it is safe to visit another place while there is out-break of a contagious disease like malaria. ✓
- Level 3: Social/Affiliation needs:✓ these involve the need to give and receive love, as well as the need to be accepted by and belong to a certain group. For example, tourists socialising with one another on a cruise ship.✓
- Level 4: Need for esteem or self-esteem:✓ the need to evaluate oneself in a positive manner and need to have people show us respect and recognise our achievements. For example, a junior consultant was promoted to a senior position after one year of hard work and success.✓
- Level 5: Self-actualisation needs:✓ this is the highest level of needs; it is when you are concerned with personal growth and interested in fulfilling your potential. For example, a senior travel consultant decides to open his/her own travel agency because he/she has extent experience and funds to do so.✓ (Any relevant 5 × 2) (10)

2.4 False,✓ to be a good hotel manager, you need to be an extrovert because you will be working and communicating with people on a daily basis, therefore you need to be energised by being around other people and interact with the outside world.✓ (Any relevant answer.) (2)

2.5 2.5.1 Poor self-image (1)

2.5.2
- The intellectual dimension
- The psychological dimension (2)

2.5.3
- The physical dimension
- The dimension of skill
- The sexual dimension (3)

2.5.4
- Know your own strength and weaknesses
- Encourage yourself to achieve success
- Adopt and maintain positive attitude
- Do not make any bad or negative remarks about yourself
- Pat yourself on the back when you achieve your goals
- Control your feelings
- Remember that it is up to you to change your self-image

(Any 5 × 1) (5)

2.6
- Time pressure
- Work-overload
- Social stresses
- Personal attributes
- The environment (5)

2.7
- Take care of your body
- Understand what your stressors are
- Rationalise time-management
- Practice time-management
- Cope with emotions
- Develop outside interests
- Have a support network (Any 5 × 1) (5)

[40]

QUESTION 3: ETIQUETTE

3.1.
- Plan and determine the purpose of your call
- Have relevant information close at hand
- Make sure that you dial the correct number
- Have pen and paper ready
- Greet politely, identify yourself, your company and your position
- Indicate whom you want to talk to and why
- Leave a short message if you hear an answering machine on the other end of the line

(Any 5 × 1) (5)

3.2
3.2.1 True
3.2.2 True
3.2.3 False
3.2.4 False
3.2.5 True
3.2.6 False
3.2.7 True
3.2.8 True
3.2.9 False
3.2.10 True

(10 × 1) (10)

3.3 3.3.1 A healthy complexion makes a good first impression, skin care is a long term investment.✓ Make-up has to be a finishing touch of elegance to your professional image✓ and it should be applied with taste.✓ (3)

3.3.2 Neatness is a sign that you are not lazy,✓ because it is clear that you are putting a little effort into your personal appearance.✓ Your clothes always have to be clean and neat.✓ (3)

3.3.3 Hair must always be clean, brushed, neatly cut and worn out of eyes.✓ Shiny, healthy hair complements stylish clothes and a gentleman should preferably not have hair visible in the neck.✓ Shave the neck, beard and moustache.✓ (3)

3.3.4 Although fashion changes constantly, the requirements for correct office wear remain the same.✓ It must be neat, proper, and professional.✓ You should choose your clothes carefully, keep in mind your position, your figure and the colour of your hair and skin.✓ (3)

3.4
- Request a CV of the speaker beforehand so that you can prepare well.
- Avoid humour, unless a) you are funny, b) the situation calls for it, c) all will be comfortable with the humorous comment.
- Avoid modesty, you can boast about the speaker's achievements while he/she has to remain humble.
- Avoid clichés and difficult phrases.
- Be brief, ninety seconds maximum according to experts.
- Whatever you do, don't get the speaker's name wrong. (Any 3 × 1) (3)

3.5
- Answer invitations on time.
- Always be on time for any function.
- Never drink too much alcohol.
- Follow the rules of etiquette for eating at the table.
- Switch off your cell phone.
- Be sure to chat o other guests, but keep conversations entertaining and interesting.
- Never depart before the VIP/guest of honour has departed.
- Make contact with the host/hostess the next day and thank them.

(Any 5 × 2) (10)
[40]

QUESTION 4: INTER CULTURAL COMMUNICATION

4.1. 4.1.1 It is the way you perceive the world and the way you believe things to be done.✓ It varies from person to person or from culture to culture.✓ For example, Indian people may dress and behave differently from Afrikaans people.✓

4.1.2 It is the unjust or prejudicial treatment of different categories of people,✓ especially on the grounds of race, age or sex,✓ for example, as a Xhosa man you prefer not to work under a female as your supervisor.✓

4.1.3 It is a pre-conceived opinion or bias; a tendency to pre-judge a person,✓ group or situation without sound reason and with insufficient information,✓ for example, a Christian client will prefer not to be assisted by a Muslim consultant.✓

4.1.4 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,✓ for example, Nigerians are drug dealers.✓ TWO marks for the explanation and ONE mark for the example. (4 × 3) (12)

4.2 Refers to the accepted pattern of behaviour or the way of life of a specific group of people,✓ which has been learned and handed down from one generation to another,✓ it consists of norms, morals, values, ideas, customs, attitudes and symbols which are shared to some extent by the members of that society.✓ (3)

4.3
- Norms
- Beliefs
- Values
- Ideas and customs
- Attitude
- Symbols (6)

4.4 4.4.1 Public territory
4.4.2 Primary territory
4.4.3 Primary territory
(3 × 1) (3)

4.5 4.5.1 Make sure that both parties attach the same meaning to the terminology used.✓ This also means that there should be agreement on the denotative and connotative interpretation of words.✓

4.5.2 Due to stereotyping and prejudice a lack of trust develops.✓ This results in withdrawal from intercultural contact.✓

4.5.3 Many misunderstandings are created as a result of poor listening.✓ Ask questions, make sure that you have understood correctly and that the other person has understood you correctly.✓

4.5.4 Providing empathy in encoding and decoding messages✓ will give insight into feelings and characteristics of others.✓

4.5.5 Minimise the negativity by emphasising the similarities✓ rather than the differences between cultures.✓
(5 × 2) (10)

4.6 It is communication between people who do not share the same cultural background✓ and probably not the same language,✓ for example, when a Chinese tourist is asking an English travel agent about visiting Africa.✓ (2 + 1) (3)

4.7 Different cultures have different attitudes to time and place different values on it.✓ In some cultures, time is a greatly valued item✓ while in other cultures time is perceived differently; the pace is slower and more relaxed.✓ (3)
[40]

QUESTION 5: WRITTEN COMMUNICATION

5.1

KIMBERLY THEME PARK

This theme park is situated in the heart of Kimberly,✓ 10 km south of the Big Hole ✓ and some of the city's big malls.✓ It has about 10 different water slides and 10 fun rides.✓

You can also visit variety of restaurants and bars.✓ The theme park offers accommodation for over-night visitors in a form of 80 chalets, which sleeps 4 people per chalet. There is also free wi-fi around the chalets.✓

There are safe and secure parking for visitors.✓ Entrance fee for adults and children over the age of 5 is R120 and is free for the under-five's.✓ We at Kimberly theme park, we take safety very serious as ALL our rides and slides are frequently checked and serviced.✓

For more and bookings contact Andrea at 043 123 1234 or send an email to andreaw@park.za.za.✓

137 words

Heading (1 mark)
Word count (1 mark)
Logic, style and coherence (paragraphs) (2 marks)
Content (10 marks): as indicated on the expansion of notes.
Language: (6), minus 1 mark for grammar and spelling mistake (20)

5.2 **Letter of goodwill**

148 Beyers Ave
RUSTENBURG
2017

Date after 16 December

John Baloyi/ *
Pilanesburg Game Reserve*
PO Box 17*
RUSTENBURG *
2017*

Dear Mr Baloyi *

(Do NOT penalise if subject line is given)

We visited Pilanesberg Game Reserve✓ from 12–16 December.✓ We were very impressed by the excellent service we received at your game reserve.✓ We enjoyed all the activities. (name them)✓

The accommodation in the chalets was luxurious.✓ The variety of meals we received at the restaurant, were also very good.✓ This really was a wonderful experience.✓

We are very grateful for this wonderful opportunity✓ and the excellent service we received.✓

Thank you.✓

Kind regards. *

Signature *
SARA PELSER *

Mark allocation:

LAYOUT	LANGUAGE	CONTENT	TOTAL
4 -1 per mistake or omission	6 –½ per fault	10 (as indicated)	20

(20)
[40]

TOTAL: 200

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