



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

16 November 2023

This marking guideline consists of 9 pages.

QUESTION 1: THE COMMUNICATION PROCESS

- 1.1 It is a two-way process during which information✓ is sent from one person✓ through a channel✓ to another, who in turn reacts by giving or providing feedback.
(Any 3 × 1) (3)
- 1.2 1.2.1 It takes place when a human communicates with a non-human such as animals or objects,✓ E.g. the chef was shouting at the ants that were crawling on his kitchen table.✓
- 1.2.2 It is communication within oneself; the messages we send to ourselves.✓ E.g. Peter was asking himself whether he made the right decision by quitting his tour operating job.✓
- 1.2.3 It is a two-way communication process, or it takes place between two or more people, either verbal or non-verbal.✓ E.g. Mr Peter asked Noni, the senior consultant, to book his flight in first class.✓
- 1.2.4 It is the transmission of information by a sender via mass media to a wide audience.✓ E.g. SANParks has announced the opening of their new park on all SABC radio stations.✓
(Any 4 × 2) (8)
- 1.3
- You must be able to listen.
 - Use plain, simple and precise language in all messages.
 - Your efficiency as sender depends on your general control of language, especially on your vocabulary.
 - Don't use emotive language.
 - If you can't answer immediately, offer to research the facts.
 - Use face-to-face communication whenever possible for immediate and accurate feedback.
 - A clear, strong voice is necessary when conveying your message.
 - Make sure that your oral message is understood either by repeating it or putting it in writing.
 - Think clearly so that you know what to say.
 - Understand cultural differences and be open-minded and accepting of suggestions.
 - Repeat to the client what you have heard and understood while listening to him.
 - Be a good listener and be sympathetic to colleagues and their problems.
 - The feedback from your receiver is very important.
 - Try to eliminate physical barriers as far as possible.
 - A follow-up conversation with the client enables you to find out if the trip was enjoyed.
(Any 5 × 2) (10)

1.4	1.4.1	Graphics/Pictograms		
	1.4.2	Proxemics		
	1.4.3	Kinesics		
	1.4.4	Acoustic semiology		
	1.4.5	Time	(5 × 1)	(5)
1.5	1.5.1	The serious approach: it shows concern✓ for and a responsible attitude towards the subject of communication.✓		
	1.5.2	The rational approach: in the business world, the rational approach is essential.✓ It is used particularly in communication about technical matters and usually requires a well-educated audience.✓		
	1.5.3	The humorous approach: it implies jokes and amusing ways of expressing yourself.✓ The communicator needs to have the right personality and the ability to use words effectively.✓		
	1.5.4	The emotional approach: it uses subjective and emotionally loaded words.✓ The receiver feels sad, happy, afraid, etc. and the successful communicator will know that everybody, at times, experiences these emotions.✓	(4 × 2)	(8)
1.6	•	Questionnaires		
	•	Tests and examinations		
	•	Support		
	•	Direct observation		
	•	Changes in behaviour		
	•	Voluntary comments in mass media		
	•	Public support		
	•	Expert evaluation	(Any 6 × 1)	(6)

[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

- 2.1
- Physical/physiological needs:✓ they are primary needs; only when they have been satisfied can we progress to satisfying other needs. They are drives such as hunger, thirst, oxygen, sleep, etc.✓ E.g., Michael is planning to extend his house.✓
 - Safety and security needs:✓ they are also important for survival and close to the very basic, physical needs.✓ E.g., Michael wants to take out home insurance for his house.✓
 - Social or affiliation needs:✓ they involve the need to give and receive love, as well as the need to belong✓. E.g., Michael has a good relationship with his colleagues, and they adore him✓.
 - Esteem needs:✓ we need people to show us respect and recognise our achievements and we also need to have self-confidence and self-respect.✓ E.g., Michael is very proud of the big achievement.✓
 - Self-actualisation:✓ this is the highest level in the hierarchy of needs and is when a person has reached their full potential.✓ E.g., Michael says that he feels like he has reached his goals by being promoted to such a high position. (5 × 3) (15)
- 2.2 It is a group of factors that determines and directs an organism's behaviour,✓ or an inner drive✓ that makes you willing to spend energy and make a persistent effort in order to reach a goal.✓ (Any 3 × 1) (3)
- 2.3
- The Choleric: Extrovert
 - The Sanguine: Extrovert
 - The Melancholy: Introvert
 - The Phlegmatic: Introvert (4)
- 2.4
- 2.4.1 The psychological dimension
 - 2.4.2 The sexual dimension
 - 2.4.3 The intellectual dimension
 - 2.4.4 The dimension of skill
 - 2.4.5 The physical dimension (5 × 1) (5)
- 2.5
- Happiness
 - Sadness
 - Shyness
 - Anxiety
 - Surprise
 - Disgust
 - Anger
 - Fear (Any 5 × 1) (5)

- 2.6 Perception and perceptual selectivity have implications for the way we behave✓ towards an external stimulus.✓ Communication is the form of human behaviour we are most interested in.✓ (3)

OR

When we process facts from a new experience, we compare them to the information of existing experiences and we believe these concepts are valid; this then is the basis of our attitudes towards a new experience. (Any 3 × 1)

- 2.7
- Psychological intimacy
 - Roles/behaviour patterns that people display
 - Power and status
 - Attitudes, with special reference to service excellence
 - Rewards
 - Other general factors that affect relationships
- (Any 3 × 1) (3)
- 2.8
- Time pressure
 - Social stress
 - Personal attributes
 - Work stress
 - The environment
- (Any 2 × 1) (2)

[40]

QUESTION 3: ETIQUETTE

- 3.1 3.1.1 Skin care is a long-term investment, so you should use quality products on your face and hands because a healthy complexion makes a good first impression. Make-up should be applied tastefully.
- 3.1.2 This is of vital importance in the tourism industry and neatness is a sign that you are not lazy. Your clothes should express your personality.
- 3.1.3 Hair must always be clean, brushed, neatly cut and worn out of eyes. A person whose hair is neat and well cared for, always looks more professional than a person with untidy hair.
- 3.1.4 The work environment can be stressful and if stress is not handled correctly, it can lead to ill health. Good health can influence productivity and determine whether you will be able to achieve your goals.
- 3.1.5 The requirements for correct office wear remain the same: it must be clean, proper and professional. You should always choose your outfit carefully, keeping in mind your position at work.
- (5 × 2) (10)

- 3.2
- Plan your call and clearly determine the reason for your call.
 - Have a pen and paper ready.
 - Dial slowly and correctly.
 - Greet politely and identify yourself and your company.
 - If the person you need is not available, leave a message.
 - Have relevant information close at hand.
 - Speak clearly, be brief and to the point.
 - Make sure you are speaking to the right person.
 - Make sure that you dial the correct number and ask for the correct extension.
 - End the conversation in a friendly manner. (Any 5 × 1) (5)
- 3.3
- Reply to invitations on time.
 - Do not arrive too early or too late; always be on time.
 - If it is custom, take a small gift with you.
 - Never drink too much liquor; sip wine slowly.
 - Do not start eating before the hostess begins.
 - Do not blow on your food for it to cool off.
 - Eat small portions and chew slowly with your mouth closed.
 - Do not overload your plate with food.
 - Switch off your cell-phone.
 - Follow table manners.
 - Do not talk with your mouth full.
 - Do not put your elbows on the table during the meal.
 - Chat to the other guests.
 - Never depart before the guest of honour has departed.
 - Do not mix your food together.
 - Never smoke at the table.
 - Do not swivel on your chair.
 - Leave any food you don't want to eat, untouched. (Any 5 × 2) (10)
- 3.4
- | | |
|--------|-------|
| 3.4.1 | True |
| 3.4.2 | False |
| 3.4.3 | True |
| 3.4.4 | False |
| 3.4.5 | True |
| 3.4.6 | False |
| 3.4.7 | True |
| 3.4.8 | True |
| 3.4.9 | True |
| 3.4.10 | True |

(10 × 1) (10)

- 3.5
- Telephone index
 - Personnel register
 - Alphabetical list with the names of employees
 - Stationery
 - Answering machine
 - Telephone directories
 - Time-zone maps
 - Phonetic alphabets
 - A GSA magazine
- (Any 5 × 1) (5)
[40]

QUESTION 4: INTER-CULTURAL COMMUNICATION

- 4.1 Refers to the way of life of a specific group of people that has been learned✓ and handed down from one generation to another.✓ It consists of norms, beliefs, values, ideas, customs and symbols that are shared to some extent by the members of that society.✓ (3 × 1) (3)
- 4.2
- 4.2.1 They are specific objects that draw people into a common culture. They have a common colour, sign, mark or object, which has become associated with an idea.
- 4.2.2 They are the traditions or habits of that area found within a specific cultural group.
- 4.2.3 They are recognised standards of behaviour within a society and guidelines for action or conduct within a specific culture.
- 4.2.4 They are learned positive or negative feelings that influence the way in which we respond/react to people, objects, ideas and situations.
- 4.2.5 They are specific cultures' judgement of what is good or bad in society. (5 × 2) (10)
- 4.3
- 4.3.1 Using bodily movements to communicate can cause intercultural miscommunication because different cultures interpret certain movements differently.
- 4.3.2 Different cultures use space differently. While all people have a need for personal space around them, the amount of personal space that we need in order to feel comfortable is different for the different cultures.
- 4.3.3 Different cultures have different attitudes to time and place different values on it. Some cultures see time as linear, meaning time is moving and we must move with it or be left behind, whilst other cultures see time as monochromatic, meaning that we must do one thing at a time and complete it and move on. (3 × 3) (9)

- 4.4 4.4.1 Make sure that both parties attach the same meaning to the terminology used and always show respect in the way you address people.
- 4.4.2 Instead of thinking that another culture's way of doing things is strange or inferior, rather think of it as being interesting and different.
- 4.4.3 Listen to others without judging them beforehand.
- 4.4.4 Providing empathy in encoding and decoding messages will give you insight into the feelings and characteristics of others.
- 4.4.5 Minimise the negativity by emphasising the similarities rather than the differences between cultures. (5 × 2) (10)
- 4.5
 - Perception
 - World view
 - Stereotyping
 - Ethnocentricity
 - Prejudice
 - Discrimination(Any 4 × 1) (4)
- 4.6
 - Denotation: this refers to the literal meaning of a word; the dictionary definition.
 - Connotation: this refers to the figurative associations that are connected to a certain word or emotional suggestions related to that word. (2 × 2) (4)**[40]**

ADDENDUM A**QUESTION 5: WRITTEN COMMUNICATION**

5.1 Internal memorandum

THE RESTAURANT Tel: 018 435 789 Fax: 018 435 000 MEMORANDUM	
FROM: Mr Michael Tools(✓)	DATE: Exam date(✓)
TO: All staff members(✓)	
SUBJECT: URGENT STAFF MEETING ABOUT MISSING RESTAURANT STOCK (any relevant subject)(✓)	
All staff should note that there will be there will be an urgent meeting(✓) on the 10 th of June (✓) in the restaurant dining hall from 07:00 – 08:00.(✓).	
Please note that this meeting is compulsory for all staff members and attendance is important(✓). Everyone should be on time(✓) because the restaurant must open for customers at 08:00(✓).	
Do bring a pen and paper because there are a few things that I would like all of you to note(✓).	
<i>H. Parsons</i> (✓)	

Mark allocation:

LAYOUT	LANGUAGE	CONTENT
4 -1 per mistake Spacing and frame	4 -1 mark for grammar and spelling mistake	12 as indicated on the telephone message

(20)

5.2

Letter of sympathy

168 Ruth First Ave
Kimberley
2020

Date of the exam

987 Jippies Street
Kimberley
2020

Dear Mrs Marble

(Do not penalise if subject line is given.)

We all heard about the admission of your mother at the hospital✓ and her testing positive for Covid-19.✓

As Mars Tour Operators, we are deeply saddened by this unfortunate situation.✓ We just wanted to let you know that you as well as your mother are in our thoughts and we wish her a speedy recovery.✓ I would also like to personally convey my deepest sympathy✓ because I saw your mother on numerous occasions✓ and I enjoyed talking to her.✓ She is such a kind lady.✓

If there is any way in which we can assist to make things easier for you, please do let me know.✓ I will also send your mom a bouquet of flowers as a token of my sympathy.✓

Warm regards

Zee Baba✓

Mark allocation:

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

(20)
[40]

TOTAL: 200