higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

TOURISM COMMUNICATION N4

30 MAY 2016

This marking guideline consists of 9 pages.

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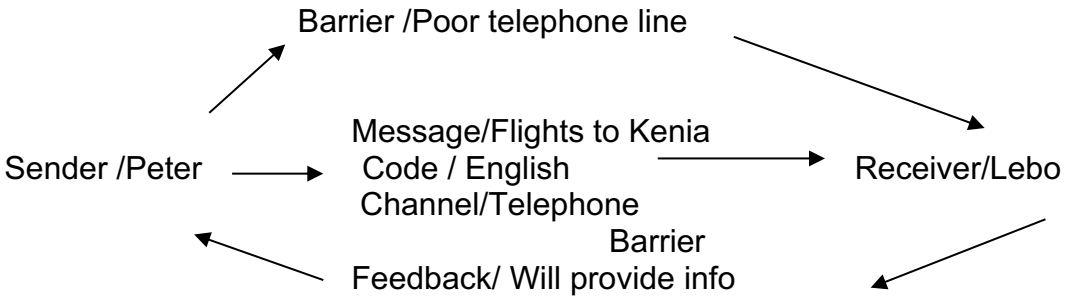
QUESTION 1: THE COMMUNICATION PROCESS

1.1



(8)

1.2

1.2.1 D
1.2.2 E
1.2.3 A
1.2.4 C
1.2.5 B

(5 x 1) (5)

1.3

- Interpersonal communication – The client asks Lebo for possible flights.
- Intrapersonal communication – Lebo wonders which flight to Kenia to choose.
- Extrapersonal communication – She talks to the slow computer.
- Mass communication – Lebo addresses the audience at the Indaba.

(4 x 2) (8)

1.4

1.4.1 Calm music will calm clients, lively music can liven up the atmosphere in the office and ensure faster decisions.

1.4.2 They can use body language to make clients feel at ease, smile, point to the chair to take a seat. Act with confidence and look professional.

1.4.3 Bright colours make people feel welcome, green has a calming influence. May be used for colour-coding files. Green for visa applications, blue for flights/bookings, etc.

(3 x 2) (6)

1.5

- Intimate zone –distance of up to half a metre, for friends and family.
- Personal zone – between half and one metre, conversation between guide and tourist.
- Social zone – between one and two metres, furniture in travel office.
- Public zone – more than three metres apart, public address. (4 x 2) (8)

1.6

1.6.1 Tiredness after a long trip because of the difference in time zones

1.6.2 World Health Organisation

1.6.3 South African Airways

1.6.4 Airports Company of South Africa

1.6.5 Endorsement in passport to allow one to travel to a specific country

(5 x 1) (5)

[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

2.1 2.1.1 Motivation is that group of factors which determines and directs an organism's behaviour.

2.1.2 Yes. It deals with their needs and have many incentives

2.1.3 Incentives are given to motivate them to perform in order to receive the 'prize'. Discounts of flights, a free weekend at a hotel, etc You perform because you want to be rewarded for your efforts. It is not motivation from within yourself.

(3 x 3) (9)

2.2 2.2.1 Safety and security

2.2.2 Self-actualisation

2.2.3 Esteem needs/respect and self-respect

2.2.4 Social needs/love and acceptance

2.2.5 Physical needs

(5 x 1) (5)

2.3 2.3.1 Poor self-image (1)

2.3.2 Physical dimension and intellectual dimension (2)

2.3.3 Sexual dimension, psychological dimension, dimension of skill (3)

2.3.4
- Accept yourself as you are
- Can control emotions
- Accept other people as they are
- Accept critisicm in a posistive way
- Set realistic and attainable goals
- Has a sense of humour
- Prepared to take the responsibility for calculated risks

(Any 5 x 1) (5)

2.4 2.4.1 A stressor is any condition that may cause a strain/stress. (2)

2.4.2
- Social stress – working with people;
- Time pressure
- Staff problems
- Finances
- Personal attribute – Type A personality (Any 2 x 1) (2)

2.4.3
- Painful muscles
- Heart palpitations
- Skin rashes
- Shakiness
- Sweating
- Nausea
- Nail-biting
- Stomach ache
- Diarrhoea (Any 4 x 1) (4)

2.5 2.5.1 True
2.5.2 False
2.5.3 False
2.5.4 True
2.5.5 False
(5 x 1) (5)

2.6
- Sympathy is feeling sorry for someone.
- Empathy is the ability to put yourself in the place of someone else, feeling their sadness or anger. (2)

[40]

QUESTION 3: ETIQUETTE

3.1 3.1.1 Fresh breath – brush teeth regularly, visit dentist and take care of bad breath.

3.1.2 Clothes must be neat, proper and professional. It should fit your figure and colour of your hair and skintone.

3.1.3 You should excercise, follow healthy diet with regular meals and have enough sleep to ensure good health.
(3 x 3) (9)

3.2 Sit up straight, feet together with arms relaxed on the desk, don't lean back or swing on your chair. (3)

3.3 3.3.1 Formal

3.3.2 Informal/casual

3.3.3 Semi-formal/smart

(3 x 1) (3)

3.4 3.4.1 A meal between breakfast and lunch/combination of breakfast and lunch.

3.4.2 A large breakfast consisting of bacon, eggs, sausages, different breads, pastries, and several servings of vegetables.

3.4.3 Ordering from a list of dishes available.

3.4.4 Very Important Person

(4 x 1) (4)

3.5 3.5.1 Travel Options, Good morning/afternoon, it is Lebo speaking. (How may I help you/be of assistance?)
(Any applicable method of answering phone should be awarded marks) (4)

3.5.2 Feel free to contact us again. Enjoy your day, goodbye (3)

3.6 3.6.1 True
3.6.2 False
3.6.3 True
3.6.4 False
3.6.5 False
3.6.6 True
3.6.7 True
3.6.8 False
3.6.9 False
3.6.10 True

(10 x 1) (10)

3.7
- Be immaculately clean: person and clothes.
- Take care of personal hygiene.
- Use antiperspirants or deodorants.
- Apply makeup neatly and subtly, but not in the office.
- Fresh breath is important. Brush teeth regularly and visit dentist regularly.
- Avoid overwhelming perfume.
- Hands must be well manicured. (Any 4 x 1) (4)

[40]

QUESTION 4: INTER-CULTURAL COMMUNICATION

4.1 4.1.1 Ethnocentricity – believing that the culture you belong to is superior to other cultures, e.g. you should eat with your hands in the restaurant because it is the your culture.

4.1.2 Stereotyping – you associate a negative trait with a person, just because that person belongs to a certain group, e.g. all Spaniards postpone until the next day.

4.1.3 Prejudice – judging a person before you know the facts, e.g. she is wearing an old jacket, therefore she must be poor.

4.1.4 Perception – The mental idea or picture you form when encountering something new, e.g the animals in the Kruger National Park are not really wild.

(Any applicable tourism-related example)(4 x 3) (12)

4.2 4.2.1 C
4.2.2 E
4.2.3 D
4.2.4 B
4.2.5 F
4.2.6 A

(6 x 1) (6)

4.3 Culture refers to the accepted pattern of behaviour or 'the way of life' of a specific group of people, which has been handed down for generations and they share a language, norms, beliefs, values, ideas and customs. (3)

4.4 4.4.1 True
4.4.2 False
4.4.3 False
4.4.4 True
4.4.5 True

(5 x 1) (5)

4.5 4.5.1 I have to put food on a spoon and feed a person. (2)

4.5.2 I have to explain everything in detail to the new agent/help him every step of the way. (2)

4.5.2 Denotative meaning (1)

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4.6 Although South Africa has 11 official languages, we assume most people can use English as a common language because:

- English is spoken internationally.
- English is a language used commonly in the business world.
- Most tourist information is in English. (3 x 1) (3)

4.7 4.7.1 Social behaviour and manners – The values of a culture determines their conduct to a large extent. Different cultural groups may have different ideas about what is socially acceptable behaviour. Do not be too quick to judge other people regarding their manners. It is especially regarding kinesics, time and space that behaviour will differ.

4.7.2 In Western society time is ragarded as money and punctuality is very important. Other cultures are not that time conscious. In the travel industry where everything is organised according to a time schedule and where punctuality is necessary, this could cause problems.

(2 x 3) (6)
[40]

QUESTION 5: WRITTEN COMMUNICATION

5.1 PO Box 4321
JOHANNESBURG
2000

MEMORANDUM
Travel Options

To: All Staff members*

From: Mr O Maupi Manager *

Date: Before 14 November *

Message:

BRAINSTORMING *

I realised that because of the economic situation, many people who frequently travelled overseas, are looking for more affordable domestic opportunities.(1)

Therefore I deem it necessary to develop new travel packages.(1)
On Saturday 14 November (1) we will be brainstorming from 09:00–16:00 (1) in the boardroom to compile new packages. (1)
Lunch will be served. (1)
I want you to think about the matter and come up with ideas or proposals regarding:
theme cruises along the South African coast(1)
new and various flight-accommodation and car-hire options, (1)
hiking tours, (1)
walking routes to various theme-related sights in cities;(1)
or any other options.
Any new travel option or idea would be explored.(1)

I expect to see you all there/I am sure that I could rely on your support in this matter (something to that effect) (1)

Signature/Handtekening Maupi *

Layout: 4 * –1 per mistake or ommission
Language: 4 – ½ per mistake
Content: 12 – as indicated
WHEN THE CONTENT OF THE MEMORANDUM IS MISINTERPRETED, NO MARKS FOR LAYOUT OR LANGUAGE CAN BE EARNED (20)

5.2 *Any private address

Date after 30 November

The Manager/Mr O Maupi *
Travel Options *
PO Box 4321*
JOHANNESBURG*
2000 *

Dear Sir/Mr Maupi *

(Do not penalise if subject line is given)

Congratulations on your promotion from 1 November 2015 as manager to this office. (1)
It was a well-deserved promotion, (1)as you are hardworking, (1) trustworthy, (1) well-organised (1) and you have excellent people skills. (1)
You were also often named consultant of the month with the highest amount of sales to your credit. (1)That also proves that you deserve this position (1)
I am sure you will make a huge success as manager of this office. (1)
I wish you well for the future (1). (or some other form of goodwill)

Kind regards. *

Signature *
LEBO MASHABA *

Mark allocation: Layout: 4
Language: 6
Content: 10
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NO MARKS FOR LAYOUT OR LANGUAGE CAN BE EARNED. (20)
[40]

TOTAL: 200

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