higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TOURISM COMMUNICATION N4

24 May 2021

This marking guideline consists of 9 pages.

Copyright reserved

QUESTION 1: THE COMMUNICATION PROCESS

1.1 Communication is a two-way process✓ where information✓ is sent from one person✓ through a channel to another person✓ who reacts by giving feedback.✓

OR

It is the process through which information✓is carried over from one person✓ to another in such a manner that the message received✓ is closest in meaning✓ to the message sent.✓ (5)

1.2
- Semantic barriers
  Samuel Nceba and the client, Mr Ndou, could not confirm the date because Mr Ndou only understood and speak Tshivenda.
- Psychological barriers
  Samuel felt guilty when the client become angry.
- Physiological barriers
  Mr Ndou struggled to hear Mr Mulaudzi as he was in pain and had a headache.
- Physical barriers
  The phone just cut off.
- Perceptual barriers
  Samuel said that it is not important to learn languages such as Tshivenda.

(5 × 2) (10)

1.3
- Feedback is received immediately.
- Misunderstandings can also be dealt with at once.

Example: German tourist wanted more information from Samuel and he replied by asking more questions. (4)

1.4 1.4.1 Feeling tired after a long trip because of the difference in time zones

1.4.2 Breakfast that includes rolls, fruit and tea or coffee, often provided complimentarily by hotels and motels

1.4.3 The latest time at which a passenger may arrive at airline terminals for the flight without the risk of losing their seat
The earliest time a tourist may move into their accommodation

1.4.4 An official stamp in your passport from the embassy concerned, allowing you to enter into a foreign country

1.4.5 Airline seats providing more than the usual amenities, e.g. larger seats, more legroom, better meals, complimentary in-flight entertainment and alcohol

(5 × 1) (5)

1.5 It's when you say something that your body language shows you don't truly feel.
Example: A junior consultant says to a client, 'Have a safe journey.' without looking up.
Saying 'good luck' without a simile. (2 × 2) (4)

1.6 1.6.1 Intrapersonal communication

1.6.2 Mass communication

1.6.3 Interpersonal communication

1.6.4 Extra-personal communication

(4 × 1) (4)

1.7
- Intimate zone
  Up to half a metre; for friends and family
- Personal zone
  Between half and one metre; between tourist and tour guide
- Social zone
  Between one and two metres; furniture in travel office
- Public zone
  More than three metres apart; public address (4 × 2) (8)

[40]

QUESTION 2: SUCCESSFUL HUMAN RELATIONS

2.1
- Physical needs
  Staff accommodation in nature reserve/good salaries/medical aid
- Safety and security
  Permanent position/pension fund
- Social needs/Love and acceptance
  Monthly get-together
- Esteem and self-esteem
  Merit awards
- Self-actualisation
  Management encourages further studies (5 × 2) (10)

2.2
- Observe the other person's behaviour and be careful what you say.
- Ignore personal abuse.
- Watch out for the warning signs like unexpected formality.
- Don't get involved in a shouting match; speak softer rather than louder.
- Concentrate on the problem, not the person.
- Ask colleague to resolve serious conflict. (Any 4 × 1) (4)

Copyright reserved

2.3 2.3.1
- The principle or rule in the workplace that guides decisions to achieve realistic goals, showing management's trust in staff
- Staff can make proposals that are being considered by management

2.3.2
- To ensure that all the working stations/offices in the company is physically acceptable, safe and able to satisfy social needs
- All workers have to attend a health and safety course.

2.3.3
- The action or process of monitoring and directing what someone does or how the work is done in order to give direction so that targets can be met.
- Each person receives a job description and knows exactly what is expected of them and how the merit assessment works.

2.3.4
- Payment for work done
- A productive worker is being rewarded with a merit bonus.

(Any relevant 4 × 2) (8)

2.4
2.4.1 False
2.4.2 True
2.4.3 False
2.4.4 False
2.4.5 True

(5 × 1) (5)

2.5
- Social stress/Working with people
- Time pressure
- Staff problems
- Work overload

(Any 3 × 1) (3)

2.6 2.6.1 Maria has a good figure, but she regards herself as too skinny.

2.6.2 Maria dresses in such a way that it will definitely draw the attention of her male colleagues.

2.6.3 Only those who achieved the highest marks during the training will be promoted.

2.6.4 Being an extrovert, Samuel enjoys the social gatherings.

2.6.5 Samuel has taught himself all the computer programs needed in the office.

(5 × 1) (5)

2.7 2.7.1 Introvert (2)

2.7.2
- Sanguine
- Choleric
- Melancholic
- Phlegmatic

(Any 3 × 1) (3)

[40]

Copyright reserved

QUESTION 3: ETIQUETTE

3.1 3.1.1 Clothes must be neat, proper and professional. It should fit your figure and colour of your hair and skin tone.

3.1.2 You should have regular meals, exercise regularly and sleep enough to ensure good health.

3.1.3 You should brush your teeth regularly, visit the dentist and take care of bad breath.

(3 × 3) (9)

3.2 3.2.1 No
3.2.2 Yes
3.2.3 No
3.2.4 No
3.2.5 Yes

(5 × 1) (5)

3.3 3.3.1 Ordering from a list of dishes available

3.3.2 A meal between breakfast and lunch/ combination of breakfast and lunch.

3.3.3 Very Important Person

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

3.3.5 Please respond before the given date.

(5 × 1) (5)

3.4
- Answer the phone immediately.
- Greet the caller friendly and politely.
- Determine who you are talking to and why.
- If the line of the person he wants to speak to is engaged, inquire whether he would like to hold on or to call later.
- Do not disclose sensitive or confidential information.
- The caller ends the call, not you.
- If cut of, the caller has to call back if necessary. (Any 5 × 1) (5)

3.5 3.5.1 The etiquette/accepted rules of behaviour that is followed in the diplomatic service where dignitaries are involved.

3.5.2 To give the best service to clients at all times and in all circumstances

3.5.3 Be on time for meetings and appointments with clients. If you are running late, inform them.
Keep up productivity until the time that you may leave the office. Don't be a clock watcher.

(3 × 2) (6)

3.6 3.6.1 The cork must stay wet and seal properly.

3.6.2 It must be able to breathe and develop its flavour.

3.6.3 The guest must be able to see the origin and type of wine being served.

(3 × 1) (3)

3.7 3.7.1 True
3.7.2 False
3.7.3 True
3.7.4 False
3.7.5 True
3.7.6 False
3.7.7 True

(7 × 1) (7)
[40]

QUESTION 4: INTER-CULTURAL COMMUNICATION

4.1 4.1.1 Believing that the culture you belong to is superior to other cultures.
Example: The English way of doing things is the only way to do it.

4.1.2 Behaviour where you tend not to deal with certain groups.
Example: As a non-Jew, you prefer not to organise tours to Israel.

4.1.3 The mental idea or picture you form when encountering something new.
Example: Europeans still believe there are lions in Johannesburg's streets.

4.1.4 You associate a negative trait with a person just because that person belongs to a certain group.
Example: the Zambians are stingy.

(4 × 3) (12)

4.2 4.2.1 Proxemics/Space
4.2.2 Kinesics
4.2.3 Time
4.2.4 Territoriality

(4 × 1) (4)

4.3 4.3.1 The more you know about other cultures, the less offensive you will be. You will understand and respect their cultures.

4.3.2 You would look for similarities rather than differences between cultures; share mutual interests. The more you know about other cultures, the better you would be able to overcome barriers.

4.3.3 The more you are aware of how other cultures do things differently from yours, you will be able to adjust your behaviour to avoid friction or unhappiness.

4.3.4 It gives insight into the feelings and actions of other people. It teaches how to understand, send and interpret messages.

(4 × 2) (8)

4.4
- English is used commonly in the business world.
- English is spoken internationally.
- Instructions and information are often printed in English.
- Most people have a basic knowledge of English. (Any3 × 1) (3)

4.5
- Cultural communication is communication between people who share the same cultural background and also speaks the same language.
- Intercultural communication is communication between people who do not share the same cultural background and do not speak the same language.

(2 × 2) (4)

4.6 4.6.1 Denotative
4.6.2 Connotative

(2 × 1) (2)

4.7 Denotative
- Especially second language speakers or foreigners will understand the message literally.
- Denotative language is direct, objective and neutral. (3)

4.8 4.8.1 D
4.8.2 C
4.8.3 B
4.8.4 A

(4 × 1) (4)
[40]

QUESTION 5: WRITTEN COMMUNICATION

5.1 Letter of goodwill

Any private address

Date after 23 February 2020

The manager/Mr T Manngo
AA Travel and Tours
PO Box 3020
KEMPTONPARK
1630

Dear Sir/Mr Manngo

Congratulations on your promotion to manager from 23 February 2020.✓

It was a well-deserved promotion,✓ as you are hardworking,✓ trustworthy,✓ well-organised✓ and have excellent people skills.✓ You were also often named consultant of the month with the highest amount of sales to your credit.✓ That also proofs that you deserve this position.✓

I am sure you will make a huge success of this.✓ I wish you well for the future.✓ (Any other form of goodwill)

Kind regards.

Signature
LEETO MAPUTHUMA

NO marks for layout or language if the content is misinterpreted.

Mark allocation: Layout: 4
Language: 6
Content: 10 (20)

5.2 Internal memorandum

PO Box 3020
Kempton Park
1630

MEMORANDUM
AA Travel and Tours

To: **All staff members**

From: **Mr T Manngo, Manager**

Date: **Before 18 October 2020**

Message

BRAINSTORMING

Because of the economic situation, many people who frequently ravel overseas are looking for more affordable domestic opportunities.✓

Therefore, I think it is necessary to develop new travel packages.✓
On Friday, 18 October✓ we will be brainstorming from 09:00-16:00✓
in the boardroom to compile new packages.✓
Lunch will be served.✓

I want you to come up with ideas or proposals regarding:

- theme cruises along the South African coast✓
- hiking tours✓
- theme-related walking tours to sites in cities✓ (any other options.)
- new options for flight, accommodation and car hire.✓
- Any new travel option or idea would be explored✓

I am sure that I could rely on your support in this matter
(Something to this effect)✓

Signature: Manngo

NO marks for layout or language if the content is misinterpreted.

Mark allocation: Layout: 4 (-1)
Language: 4 (-½)
Content: 12 as indicated (20)

[40]

TOTAL: 200

Copyright reserved