higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N6

10 November 2022

This marking guideline consists of 9 pages.

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SECTION A

QUESTION 1

1.1 When the parties conclude a contract, they acknowledge that they will have certain responsibilities towards each other.✓ If a party then fails to honour its commitments, such a party would have committed a breach of contract. This will lead to the other party suffering damages in one way or another.✓

1.2 A core market is the main market✓ that undertakes a trip to and within South Africa.✓

1.3 A niche market is a small portion of the larger market✓ that has its own specific needs, which are different from those of the larger market in some or other way.✓

1.4 A job analysis is the gathering of information✓ through interviews, questionnaires, observations and studying the nature of a specific job.✓

1.5 A job specification complements the job description.✓ It gives an outline of the minimum abilities, knowledge and skills required for employees to be able to do their job.✓

(5 × 2) **[10]**

QUESTION 2

2.1 Self-actualisation

2.2 Prestige, feeling of accomplishment, respect, self-esteem, status, recognition, strength, freedom

2.3 Love and belonging needs

2.4 Security, safety

2.5 Physiological needs

2.6 Psychological needs

(6 × 2) **[12]**

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QUESTION 3

3.1 True
3.2 False
3.3 True
3.4 True
3.5 False
3.6 True
3.7 True
3.8 False
3.9 False
3.10 True

(10 × 1) **[10]**

QUESTION 4

4.1 F
4.2 D
4.3 G
4.4 B
4.5 E
4.6 A
4.7 H
4.8 C

(8 × 1) **[8]**

TOTAL SECTION A: 40

SECTION B

QUESTION 5

5.1

- Constitutional law✓

This is the interpretation and application of the Constitution of the Republic of South Africa✓ by all the courts of law in our country. All laws of South Africa must obey the Constitution.✓ If any South African law is inconsistent with the Constitution, it has no force and cannot be applied.✓

- Administrative law✓

It is the branch of public law that regulates the relationship between government and ordinary people.✓ Administrative law regulates activities of officials or bodies✓ (administrators) that exercise public powers and perform public functions.✓

- Criminal law✓

This law deals with behaviour that is or can be seen as an offence against the public, society or the state.✓ It prohibits behaviour perceived as threatening, harmful or otherwise endangering✓ to the property, health, safety and moral welfare of people, including one's self.✓ (12)

5.2 5.2.1 Formalities
5.2.2 Legality
5.2.3 Possibility of performance
5.2.4 Contractual capacity
5.2.5 Consensus

(5 × 2) (10)

5.3 5.3.1 Prevention of performance
5.3.2 Ordinary breach/Positive malperformance
5.3.3 Mora debitoris/Repudiation

(3 × 2) (6)

5.4
- Promotion of responsible tourism practices
- Provision for the effective marketing of South Africa, both domestically and internationally, through South African Tourism
- Promotion of quality tourism products and services
- Promotion of economic growth and development of the sector
- Establishment of concrete intergovernmental relations to develop and manage tourism (Any 2 × 1) (2)

[30]

QUESTION 6

6.1 6.1.1
- Existing leisure clients
- Colleagues
- Advertising and promotions
- Business guides
- Telephone directories
- Trade associations
- Local Chamber of Commerce
- Government offices
- The Internet
- Family and friends
- Other businesses in the vicinity (Any 5 × 1) (5)

6.1.2
- Preparation
- Projecting a professional image
- Determining the client's needs
- Communication with the client
- Presentation
- Product knowledge
- Closing the sale and following up

OR

- Preparation
- Approaching the client
- Presentation
- Answering questions
- Dealing with objections
- Closing the sale
- Following up (7)

6.1.3 The destinations that people who work at a business visit, the order in which they visit them and how often these visits are made✓

- How often the business's staff travel
- How many staff travel
- Their gender
- The average duration of a trip
- Typical destinations they travel to
- Whether the business prefers to use a specific airline
- Whether car rentals or transfers are required
- Whether the business has any travel product preferences regarding transport and accommodation (Any 6 × 1 + 1)

(7)

6.1.4
- Good Wi-Fi connectivity
- Laundry services
- Facilities that cater for all their meals and specific meal requirements
- Room service
- Facility where they can relax after a long and busy day, e.g. a gym or swimming pool
- A wake-up service to ensure that they wake up in time for meetings or early morning flights
- Early or late check-in and check-out for frequent guests who are members of the hotel's loyalty scheme (Any 5 × 1) (5)

6.2 Incentive travel is a good source of revenue to the travel agent industry or companies specialising in incentive travel programmes.✓ Businesses tend to announce incentive travel competitions within their companies once a year✓ and this translates into numerous bookings✓ on which commission or service fees are earned. Incentive travel has value for both the employer and the employee.✓ (4)

6.3
6.3.1 B
6.3.2 C
6.3.3 B
6.3.4 C
6.3.5 A

(5 × 2) (10)

6.4	6.4.1	Main purpose of visit for international tourist arrivals		(1)
	6.4.2	-0,3%		(1)
	6.4.3	22,9%		(1)
	6.4.4	Covid-19 pandemic		(1)
	6.4.5	• Medical reasons • Cultural reasons • Religious reasons	(Any TWO not mentioned on graph)	(2)
	6.4.6	• Holiday • Europe		(2)
	6.4.7	SADC		(1)
	6.4.8	23,6%		(1)
6.2	6.5.1 6.5.2 6.5.3 6.5.4 6.5.5	Product publicity Corporate publicity Counselling Lobbying Press relations	(5 × 2)	(10)
6.6	• Create a media page • Promote media logos • Go local • Blog often • Use Twitter and Instagram • Piggyback on stories • Write for a major blog • Write a niche book • Update social media pages • Advertise in local newspapers		(Any 5 × 1)	(5)
6.7	Advertisement looks appealing – 1 mark✓ Advertisement includes some sales promotion – 2 marks✓✓ Advertisement has a way to lure clients to the hotel – 2 marks✓✓			(5)
6.8	• World Travel Market • Indaba • Getaway Show		(Any ONE)	(2)
				[70]

QUESTION 7

7.1

JOB DESCRIPTION	JOB SPECIFICATION
• Duties	• Skills
• Location	• Responsibilities
• Environment	• Education
• Position	• Work experience
• Title	• Training

(5 × 2) (10)

7.2
- Provisional selection
- Intensive selection
- Final selection (3)

7.3
- New employees will report to the human resource manager.
- They will receive general information regarding the organisation.
- The new employees will be taken to the area/department where they will work and the manager of that area/department will explain the requirements of their job.
- They are introduced to colleagues and a specific employee will help the new employees with work and social aspects.
- The new employees can also be given a tour of the entire organisation to meet other employees outside their department and to locate the rest rooms, copy room, etc.
- The human resource manager will follow up with a short interview or formal test to determine whether the induction process was successful. The process helps to determine whether it was an appropriate appointment. (6)

7.4
7.4.1 Internships
7.4.2 Job variation
7.4.3 Coaching
7.4.4 In-service training
7.4.5 Assistant

(5 × 2) (10)

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7.5
- Providing feedback
- Motivating superior performance
- Encouraging performance improvement
- Setting and measuring goals
- Making promotion decisions
- Counselling poor performers
- Determining compensation changes
- Supporting manpower planning
- Determining individual training and development needs
- Determining organisational training and development needs
- Determining overall organisational performance
- Encouraging coaching and mentoring
- Ensuring that the appropriate candidate was appointed
- Identifying who is working hard and who is not
- Justifying the salaries that the organisation is paying
- Improving the organisation's overall productivity
- Confirming that new appointments have been made correctly
- Identifying performance problems (Any 6 × 1) (6)

7.6
- Money/Salary
- Non-monetary incentives
- Relationship with colleagues
- Type of supervision
- The company culture
- Employees' personal lives
- The work environment
- Relationship with leadership
- Development opportunities
- Processes within the company
- Performing meaningful work (Any 5 × 1) (5)

[40]

QUESTION 8

8.1

TRAVEL AND TOURISM SERVICES	TRANSPOR-TATION	LODGING	FOOD AND BEVERAGE
• Tour guide✓ • Tour escort✓ • Travel consultant • Incentive travel agent • Corporate travel agent • Travel academy instructor • Meeting planner	• Airline pilot✓ • Flight attendant✓ • Ground service staff • Air traffic controller • Cruise crew	• Receptionist✓ • Concierge✓ • Housekeeper • Reservation staff • Recreational instructor • Bell attendant	• Waiter/Waitress✓ • Banquet server✓ • Banquet sales manager • Chef • Bartender • Cashier • Hostess

(Any TWO under each heading) (8)

8.2

STRENGTHS	WEAKNESSES
• Good organisational skills • Professional • Can manage time properly • Qualified • Ability to work under pressure	• Poor time management • Struggle to delegate work • Require more experience • Not having a clear vision for your future • Depending too much on others to complete a task

(Any other strengths or weaknesses deemed correct by marker) (6)

8.3 Marker to assess candidate's answer for correctness. Answer should be specific, for example:

I want to be a senior consultant within the next five years.✓

Reason should be aligned to choice, for example:

I want to arrange international tours for clients✓ who would like to travel internationally.✓ (3)

8.4 The goal should have a specific timeframe.
The plan should be realistic.
The candidate could identify a career path that could include a flow chart showing progress.

(Marker to assess candidate's answer for correctness following the above guidelines) (3)

[20]

TOTAL SECTION B: 160
GRAND TOTAL: 200

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