higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

TOURISM OPERATIONS
NQF LEVEL 3

27 November 2023

This marking guideline consists of 9 pages.

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QUESTION 1

1.1
- Job creation.✓
  Entrepreneurs create jobs, and have employees who generate an income, which leads to better living standards and less social problems and crime.✓
- Local wealth creation.✓
  By introducing more entrepreneurs to a community, wealth is created in various ways and the community benefits by having better products and services.✓
- The negation of migrant labour.✓
  Job opportunities in the rural areas will minimise the continual moving of people to the cities to find jobs. ✓
- Urbanisation.✓
  Cities are growing because there are more and more people moving to the urban areas. Entrepreneurs provide better infrastructure (road systems, waste removal) and other goods and services.✓
- Empowerment.✓
  Opportunities for entrepreneurs can empower people, especially the previously neglected groups, for example people of colour and women.✓

(5 × 2) (10)

1.2
- To attract more customers.
- To build brand awareness and brand credibility.
- To make money.
- To meet the needs of the consumer.
- To keep the business relevant. (5)

1.3
- Short-term insurance
- Property insurance
- Rent insurance
- Crime insurance
- Automobile insurance
- Life assurance
- Disability insurance
- Health insurance (Any 5 × 1) (5)

1.4
- Strengths✓
  This describes the activities that an organisation does well in and the factors that set it apart from competitors.✓
- Weaknesses✓
  These are the areas in which a company should improve if it does not want competitors to gain advantage.
- Opportunities✓
  These consist of the situations that exist in the marketing environment that the organisation can exploit for its own benefit.
- Threats✓
  These are the situations that exist in the environment, which the organisation cannot exploit to its advantage and that pose a threat to the profitability of the organisation.✓ (4 × 2) (8)

1.5 1.5.1 A
1.5.2 F
1.5.3 E
1.5.4 D
1.5.5 B

(5 × 1) (5)

1.6
- Coordinator
- Shaper
- Planter
- Resource investigator
- Implementer
- Team worker
- Completer
- Monitor evaluator
- specialist

(Any 5 × 1) (5)

1.7 1.7.1
- Description of your product or service.
- Why your venture will be successful.
- Short, medium and long-term business goals and objectives.

(Any 2 × 1)

1.7.2
- Type of ownership.
- SWOT analysis of business.
- Uniqueness of product or service. (Any 2 × 1)

1.7.3
- Description of your target market.
- Your projected turnover.
- Your marketing mix. (Any 2 × 1)

1.7.4
- Income statement for the first year.
- Source of funds.
- Cash flow situation for each month of the year.
- Security offered to cover the business. (Any 2 × 1)

1.7.5
- Motivate why finance should be granted.
- Motivate why the venture will be successful. (2 × 1)

(5 × 2) (10)

1.8 The funds that a business needs to borrow from outside the company in order to provide source capital for the business. (2)

[50]

QUESTION 2

2.1
- Product✓: what the tourism business is selling. ✓
- Price: the cost of the product a business sells to a customer.
- Place: where a consumer is able to purchase the product.
- Promotion: how the public becomes aware of the product and information on where to access the product. (4 × 2) (8)

2.2
- Company competitiveness is ensured.
- People are influenced towards a marketing culture.
- Job satisfaction levels are ensured.
- Overall business processes run smoothly.
- Customer needs are met. (5)

2.3
2.3.1 Compensation for Occupational and Industrial Diseases
2.3.2 Skill Development Levy
2.3.3 Value-added Tax
(3 × 1) (3)

2.4 Stage 1: Forming (uncertainty/orientation)✓
During this stage members define who they are, what the group is for and what everyone is supposed to be doing.✓

Stage 2: Storming (dissatisfaction)✓
This stage includes challenging the team leader and may involve interpersonal conflict. Conflict resolution draws the team closer by clarifying goals and the roles and responsibilities of the members. If conflict is not openly addressed, it often becomes covert (undercover or secret), resulting in passive resistance by team members.✓

Stage 3: Norming (resolution)✓
The group becomes more cohesive and better understands how the various individuals can work together towards a common goal. The team leader guides the team members in setting norms of behaviour (acceptable behaviour) that will lead the team and individuals to success.✓

Stage 4: Performing (production)✓
The team is focused, committed and takes advantage of the team synergy. The team members will work together and communicate more formally. The team leader evaluates the performance of the group at this stage.✓
(4 × 2) (8)

2.5 2.5.1 Money payments that will vary from month to month depending on sales and production.✓✓ (2)

2.5.2 A fixed amount of money you have to pay every month in running your business.✓✓ (2)

2.6	2.6.1	fuel, stationary, water and electricity, telephone	(1)
	2.6.2	salaries, rent Any other relevant answer	(1) **[30]**

QUESTION 3

3.1.1 True
3.1.2 True
3.1.3 False
3.1.4 True
3.1.5 True
3.1.6 True
3.1.7 True
3.1.8 True
3.1.9 True
3.1.10 False

(10 × 1) (10)

3.2 3.2.1 Attention ✓– draw customer's attention to the product.

Interest – create interest in finding out more about the product or services, such as a description of the product that appeals to the target group, using "loaded words" like free, special, dream holiday.

Desire – develop desire for customers to want the product. Status, love and acceptance, self-actualisation are all shown in the wording or descriptions of products or services.

Action – motivate the customer to go and buy the product. Supply a telephone number, email address, website, toll-free number.

(4 × 1) (4)

3.3 Tourist guide
Tour operator
Hospitality: Accommodation establishment
Hospitality: Food and Beverage
Developing an attraction
Home-based or small travel agency
MICE (Meeting, Incentives, Conference and Events)
Travel influencer
Any relevant answer (8)

3.4 3.4.1 Any agreement, binding in law, whereby two or more parties obtain rights and incur obligations. The offer by at least one party to another party who accepts it. (3)

3.4.2 Contracts of sales
Contracts od service
Contracts of lease (3)

3.5 Production era✓
- Producers wanted to make as many products as possible.✓
- Producers did not give attention to customers.✓
- Producers believed that the products would sell themselves.✓

Sales era✓
- Producers only think about ways to sell and promote the products. ✓
- Producers start to identify competition from other companies.✓
- Producers start to advertise products and use sales talk.✓
- Producers use selling methods like door-to-door sales.

Marketing era✓
- During this era other forms of marketing have been developed.✓
- The product is marketed to clients by using integrated marketing concepts.✓
- Competition increased and the customer's needs and wants are more important.✓
- The marketing of a product was aimed at telling customers how products can satisfy their needs.
- A relationship between producer and consumer was built. (3 × 3) (9)

3.6
- To persuade
- To remind (2)

3.7
- Confidence in their ability to succeed.
- Willingness to take moderate (sometimes huge) risks.
- Desire for responsibility.
- Energy.
- An urge to achieve.
- Organising skills.
- Desire for immediate feedback.
- Ability to work with people. (Any 5 × 1) (5)

3.8 Production
Human resource
Finance
Operations
Public Relations
Any Four excluding *Marketing* (4)

3.9 Employee 1%
Employer 1% (2)
[50]

QUESTION 4

4.1 4.1.1 Print media is a common term that can refer to various forms of printed communication, such as newspapers, magazines, brochures, posters and flyers.

4.1.2 Radio and television are the most powerful, influential and thrilling among all forms of media. Television advertising makes use of pictures and sounds and the audience is focused on the screen while radio is easily accessible.

4.1.3 Electronic media is an efficient way to communicate with one another, either by the use of media devices and networks or social media sources such as television or the Internet. These are a few of the many ways you can use electronic media to your advantage.

(3 × 2) (6)

4.2 A sales promotion is a marketing strategy that involves offering a short-term incentive to increase brand awareness, demand sales for a particular product or service. Companies typically use this type of strategy to introduce new products to their targeted demographic, attract new customers, temporarily increase sales or sell all of an existing inventory. (2)

4.3 4.3.1 Seasonality of the tourism market: The tourism market fluctuates during low and high seasons, for example school holidays or during winter and summer months.

4.3.2 The possibility of failure: The entrepreneur could mismanage their business and make a mistake causing them to fail in their venture.

4.3.3 The fluctuation of the rand: This has a direct impact on international tourism because the cost of travel will change, causing fewer tourists to visit the country.

(3 × 2) (6)

4.4 Step 1: Determine the promotional opportunity and promotional objectives.
Step 2: Select the appropriate audience.
Step 3: Formulate the message.
Step 4: Use the marketing communication mix.
Step 5: Determine the budget.
Step 6: Implement the plan.
Step 7: Measure the results. (7)

4.5
- Awareness – make customer aware of the offering using mass media and to have knowledge.✓
- Trial – encourage customer to try the offering through sales promotion, direct marketing technique to test the product or service.✓
- Reinforcement – retain customer and encourage a repeat purchase.✓ (3)

4.6 4.6.1 The customer is king, all activities are aimed to satisfy the needs and wants of the customer.

4.6.2 Making the most profit possible and fulfilling the needs of consumers.

4.6.3 The business acts as a whole, all departments are involved in communication and achieving the objectives of the business as a team. (3 × 2) (6)
[30]

QUESTION 5

5.1 Demographic
5.2 Market survey
5.3 Niche
5.4 Organogram
5.5 Projected turnover
5.6 Flaws
5.7 Maintenance costs
5.8 Bridging capital
5.9 Consumer panel
5.10 Target market

(10 × 2) **[20]**

TOTAL: 180

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