higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

TOURISM OPERATIONS
NQF LEVEL 3

(11011073)

10 March 2020 (X-paper)
09:00–12:00

This question paper consists of 11 pages.

415Q1S2010

Copyright reserved

TIME: 3 HOURS
MARKS: 180

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each section on a new page.
5. Use only a blue or black pen.
6. Write neatly and legibly.

Copyright reserved

QUESTION 1

Raymond is a family member recently retrenched from his position at a car rental company. He is a very energetic, creative person. He wants to start a tour operating business.

He asked you to assist him on some of the issues that he is unsure about.

1.1 Raymond is not sure about the differences between types of businesses.

To help him choose a business type, complete the table below to guide him. Write only your answer next to the question number (1.1.1–1.1.7) in the ANSWER BOOK.

TYPE OF BUSINESS	ADVANTAGE	DISADVANTAGE	NO OF MEMBERS/ PARTNERS	TAX IMPLICATION
1.1.1	Easy and cheap to start and run.	1.1.2	1 person	1.1.3
Partnership	1.1.4	Law does not seperate the assets and debts of partners from the assets and debts of the business.	1.1.5	Each partner is taxed on his / her share of the profits.
1.1.6	1.1.7	Expensive to run. A lawyer must register the business.	Up to 10 members.	Business is liable for income tax on profits.

(7 × 2) (14)

1.2 In order to start his business, Raymond would require financing. The two main sources of funding are equity financing and borrowed financing.

1.2.1 Name TWO forms of equity financing. (2)

1.2.2 Differentiate between *fixed capital* and *operating capital*. (2 × 2) (4)

1.2.3 Name TWO typical expenses associated with a tour operating business. (2 × 2) (4)

Copyright reserved

1.3 You advised Raymond to compile a business plan for his business.

1.3.1 Name THREE benefits of a business plan. (3)

1.3.2 List THREE characteristics of a business plan. (3)

[30]

QUESTION 2

2.1 Choose a description in COLUMN A that matches a word/term in COLUMN B. Write only the letter (A–H) next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1.1	Short catchy phrase used in advertising	A	sales era
2.1.2	During this era marketers thought that customers would buy products, because they were available	B	aptitude
2.1.3	Sense of responsibility	C	logo
2.1.4	Honesty	D	production era
2.1.5	The money required to operate a business during the month	E	working capital
		F	slogan
		G	attitude
		H	start-up capital

(5 × 2) (10)

2.2 Study the information below and answer the questions.



As the original travel company for the young, wild and free, established in 1961, we've perfected the art of travel for 18–35-year olds. The best team in the business, 300 trips spanning 6 continents, more included experiences, transportation – this is just the start of what you get with us. We also offer more flexibility through 8 ways of travel, 5 ways to stay and endless free time and options. Because we know that you only get one shot at life, we know that you should make it count.

We believe that life's greatest lessons are learned through travel. Real life doesn't happen when you colour inside the lines. It is only when you break free, trust your impulses, and intentionally live with your eyes wide open, that you become the person that you are meant to be. This is what it means to live life with no regrets.

It's about changing your perspective on the world, walking in other's shoes, witnessing different cultures, religions and ways of living.
It's about appreciating that everyone is different, and it's this that makes us unique.
It's about realising that while the world may feel incomprehensibly huge, we're all connected and in it together.

But most of all, it's about living life out loud, unashamedly and completely, loving every single second of being young.

[Source: Adapted from: *https://www.contiki.com*]

2.2.1 Define the term *marketing*. (3)

2.2.2 Contiki cannot market their product to everybody, therefore they have identified their target market.

A Briefly explain the term *market segmentation*. (2)

B Market segmentation can be based on the following elements: age, lifestyle, reason for travel, gender.

Identify the elements of market segmentation from the extract. (4 × 2) (8)

2.2.3 The product life cycle refers to the stages that a product goes through when it appears on the market.

A Name the FOUR stages in a product life cycle. (4)

B In which stage of the product life cycle would you classify Contiki tours? Substantiate your answer. (1 + 2) (3)

[30]

QUESTION 3

3.1 Study the article below and then answer the questions.

TOURISM BUSINESS NETWORKING

October 2015

Just as tourism links people and places around the world, tourism officials also need to link up with other tourism businesses, government agencies and businesses to be successful.

Tourism networking comes in a variety of shapes and styles. We can divide tourism networking in many ways, but three simple ways are: tourism networking within the industry and profession, tourism networking with allied industries, tourism networking with industries that would appear to have nothing to do with tourism but can have a major impact on the industry and its bottom-line.

Tourism networking is especially important in explaining to an often-sceptical public the reasons why tourism is an important industry. Despite travel and tourism's major positive economic impact, too many people do not understand the interrelationship between tourism and a locale' quality of life. All too often tourism leaders who are experts in marketing their community to others spend little or no time marketing their industry to the local population. It is essential never to forget that if the community does not support the tourism industry, if the community gains a reputation for being unsafe or unfriendly, it will, in the end, not only destroy its tourism industry, but also severely damage its economic development and viability.

Networking requires organisational skills. It does only a minimal amount of good if you do not have (1) a strategy to find the people with whom you are networking and (2) you lack a follow-up strategy. That means that after you have met a person, follow up on the meeting with a thank-you note, and then with whatever methods are comfortable for you to keep your name fresh in his/her minds. It is easy for contacts to forget the people they have met.

Remember, people with whom you may want to network also meet many other people.

[Adapted from: *http://www.tourismandmore.com/tidbits/tourism-business-networking/*]

3.1.1 Briefly explain what business networking entails. (3)

3.1.2 Identify the importance of networking from the article above. (2)

3.1.3 Name TWO important points that one should remember when networking. (2 × 2) (4)

Copyright reserved

3.2 In a tourism business the employer has a number of risks to deal with.

Choose the answer from the list below, choose the correct answer to questions 3.2.1 to 3.2.5 and write only the correct answer next to the question number (3.2.1–3.2.5) in the ANSWER BOOK.

* external venture risk * inherent venture risk * incidental venture risk * venture process risk * information and decision-making risk

3.2.1 When planning a tour, the tour operator must ensure that s/he has the correct opening and closing times of the attractions.

3.2.2 An announcement was made that the price of diesel will increase by 50c per litre.

3.2.3 A group of tourists, to arrive on Global Air at 12:00 at Cape Town International Airport, booked to depart on a bus tour of the Western Cape on 01 April. However, due to bad weather their flight has been cancelled.

3.2.4 The tour guide is unmotivated and does not care about the needs of the tour group.

3.2.5 After the publishing of the tour brochure there was a huge fluctuation in exchange rates, which will have an influence on the profit made by the business.

(5 × 2) (10)

3.3 Read the case study below and answer the questions.

Restful Sleep B&B is an upmarket bed and breakfast in Bloemfontein. They can accommodate 20 guests. A buffet breakfast is served every morning. The staff need to ensure that all required ingredients, for example eggs, bacon, fruit, etc. are fresh and available to prepare breakfast. The kitchen staff are responsible to set the tables with the required cutlery and crockery and must ensure that the table cloths are clean and ironed.

3.3.1 Differentiate between *consumable stock* and *non-consumable stock*. (2)

3.3.2 Identify from the case study TWO examples of:

A consumable stock
B non-consumable stock

(2 × 2) (4)

3.3.3 Compile a list of guidelines for the establishment to implement to reduce the risk associated with stock. (5)

[30]

QUESTION 4

4.1 Study the Thompsons advertisement and answer the questions.



[Source: *http://www.easiclick.co.za/read-all-about-it/mailshots*]

4.1.1 Explain how the marketer of Thompsons applied the marketing mix. (4 × 2) (8)

4.1.2 Indicate how the AIDA principle was applied in the advertisement. (4 × 2) (8)

4.1.3 Compile a checklist that the marketer can use to ensure that he/she follows the steps in integrated marketing communication. (7 × 2) (14)

[30]

QUESTION 5

5.1 Various options are given as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (5.1.1–5.1.5) in the ANSWER BOOK.

5.1.1 The following is NOT a component of a contract:

A Parties
B Location of business
C Purpose
D Expiry date

5.1.2 The ATR model consists of …

A Awareness, Time, Rating.
B Application, Trial, Reinforcement.
C Awareness, Trial, Reinforcement.
D Application, Time, Rating.

5.1.3 The following is/are purpose/s of marketing communication:

A Creating a stable supply
B Motivating directors
C Increasing profits
D Motivating staff

5.1.4 The resource investigator…

A is driven and makes things happen.
B ensures that all deadlines are met.
C has many original ideas.
D has many contacts and does networking.

5.1.5 When deciding on the most suitable location for a business, you would consider the following:

A Traffic control
B Accessibility
C Availability of eating establishments
D Availability to commercial banks

(5 × 1) (5)

5.2 Peter Moloi is the owner of a curio shop. He bought stock and paid R10 000 before tax. He sells the curios at a profit mark-up of 15%.

5.2.1 Determine the input VAT.

5.2.2 Determine the selling price of the goods.

5.2.3 Determine the output VAT.

5.2.4 Determine the VAT payable to SARS.

(4 × 2) (8)

5.3 Explain FOUR strategies for effective teamwork. (4 × 2) (8)

5.4 Bongobi is a creative employee of Sunset Tours. He has many creative ideas for new tours for the business.

5.4.1 Would you classify Bongobi as an entrepreneur or an intrapreneur? Substantiate your answer. (1 + 2) (3)

5.4.2 Name THREE advantages of entrepreneurship. (3)

5.4.3 List THREE characteristics of a successful entrepreneur. (3)

[30]

QUESTION 6

6.1 Complete the following sentences by using a word or words from the list below. Write only the answer next to the question number (6.1.1–6.1.4) in the ANSWER BOOK.

consumer orientation; profit orientation; systems orientation; social responsibility

6.1.1 In … the purpose of marketing is to satisfy the needs of the customer.

6.1.2 When a business implements … they ensure that all departments and staff provide quality services to clients.

6.1.3 Many hotels are practicing … by advising customers to save water.

6.1.4 Kulula is implementing …, as they ensure all their tickets provide their customers with value for money.

(4 × 1) (4)

Copyright reserved

6.2 Read the extract below and answer the questions.

> On arrival at the Fosters Inn, Mary was greeted friendly. Rego, the receptionist, was eager to assist her with the check-in procedures and explained to her all the facilities available at the Inn. Mary asked Rego if she would be able to assist her with a booking at a local restaurant, which Rego did with a smile.
>
> When Mary entered her room, the bed was not made, and the bathroom was still dirty.
>
> She phoned reception to complain, Pam answered and informed her to wait. She told her that someone will still get to it, as they are short staffed.

6.2.1 Identify THREE examples of good customer service. (3 × 2) (6)

6.2.2 Do you think Mary would recommend Fosters Inn to family and friends? Substantiate your answer by quoting from the case study. (1 + 2) (3)

6.3 Discuss the role of tourism entrepreneurship in social development. (5 × 2) (10)

6.4 Philisa would like to start her own business to assist with social development in her local township.

Advise Philisa on FOUR types of tourism opportunities that she can engage in. (4)

6.5 Assist Philisa with the function of the following departments in a business.

6.5.1 Human relations

6.5.2 Public Relations

6.5.3 Operations

(3 × 1) (3)

[30]

TOTAL: 180

Copyright reserved