higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

TOURISM OPERATIONS
NQF LEVEL 3

10 March 2020

This marking guideline consists of 7 pages.

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QUESTION 1

1.1 1.1.1 sole trader/sole proprietor

1.1.2 The law does not separate the assets and debts of the sole proprietor from the assets and debts of the business.

1.1.3 The sole proprietor is responsible for all taxes due.

1.1.4 It is cheaper to run than a company or closed corporation. It does not need an accountant to check its books.

1.1.5 2 to 20 members

1.1.6 close corporation

1.1.7 The assets and debts of the members are regarded as separate from the assets and debts of the business.

(7 × 2) (14)

1.2 1.2.1
- personal funds
- friends and relatives
- equity shares (Any 2× 1) (2)

1.2.2 Fixed capital is long-term loans taken on terms longer than 12 months, to obtain long-term assets. (Any relevant answer)

Operating capital is funds used for the day-to-day running of the business and must be paid back within 12 months.

(Any relevant answer) (2 × 2) (4)

1.2.3
- Mortgage payments
- Equipment hire, for example sound systems
- Rent
- Salaries
- Vehicle payments
- Vehicle maintenance
- Fuel (Any TWO relevant expenses) (2 × 2) (4)

1.3 1.3.1
- It would force Raymond to carry out proper research regarding his business venture.
- Raymond will be able to anticipate any pitfalls.
- He would be able to examine the operating strategies and expected results for potential flaws.
- He would be able to compare business goals and objectives to actual results.
- He would use the business plan to apply for financial assistance. (Any 3 × 1) (3)

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1.3.2
- It must have an attractive, professional appearance.
- It must read easily.
- It must have a concise and logical approach.
- It must be comprehensive.
- It must contain all relevant facts and documents. (Any 3 × 1) (3)

[30]

QUESTION 2

2.1 2.1.1 F
2.1.2 D
2.1.3 B
2.1.4 G
2.1.5 E

(5 × 2) (10)

2.2 2.2.1 Marketing can be defined as all activities and techniques✓ used to inform✓ potential consumers about a product or service and to convince✓ them to buy it. (Any relevant answer) (3)

2.2.2 A Market segmentation is when the market is broken up into smaller groups that share certain similar characteristics.
(Any relevant answer) (2)

B
- Age – 18–35-year olds, lifestyle, reason for travel, gender.
- Gender – male and female
- Reason for travel – walking in other's shoes, witnessing different cultures, religions, and ways of living.
- Lifestyle – live life with no regrets
- Identify the elements from the extract above. (4 × 2) (8)

2.2.3 A
- Introduction stage
- Growth stage
- Maturity stage
- Decline stage (4)

B Maturity stage,✓ the company was established in 1961, for the young, wild and free, we've perfected the art of travel.✓✓
(1 + 2) (3)

[30]

QUESTION 3

3.1 3.1.1 Networking is a process where different entrepreneurs or businesses in the tourism industry set up co-operative relationships with each other to offer each other critical support in the development and growth of a business. (Any relevant answer) (3)

3.1.2 Tourism networking is especially important in explaining to an often-sceptical public the reasons that tourism is an important industry. (2)

3.1.3
- No business can function in isolation.
- Networking provides guidelines as to which networks are important to small businesses.
- A strategy should be compiled to find the people with whom you will network and to keep in contact with each other.

(Any relevant answer) (2 × 2) (4)

3.2 3.2.1 information and decision-making risk

3.2.2 inherent venture risk

3.2.3 external venture risk

3.2.4 venture process risk

3.2.5 incidental venture risk

(5 × 2) (10)

3.3 3.3.1
- Consumable stock is the raw materials that are used to produce the income-generating products.
- Non-consumable stock refers to utensils used within the business to produce the income-generating products. (2)

3.3.2 A eggs, bacon, fruit

B cutlery, crockery, table cloths

(2 × 2) (4)

3.3.3
- Keep assets and stock secure
- Store stock and assets in such a way that they not to get damaged
- Draw up company procedures for using and controlling assets
- Train staff
- Do regular stocktaking to stop theft from staff
- Take out insurance to cover theft and damage to stock (5)

[30]

QUESTION 4

4.1 4.1.1
- Price – Prices vary between R4 625 and R6 399 p/p
- Place – Thompsons Holidays
- Product – packages to the Durban July
- Promotion – internet advertisement (4 × 2) (8)

4.1.2
- Draw attention – attention is drawn by using big, bold letters and pictures.
- Create interest – the customer will read the advertisement and become interested.
- Develop a desire – the customer will desire a booking, advertisement states 'book now'.
- Result in action – contact Thompson Holidays to make a reservation. (4 × 2) (8)

4.1.3
- Determine the promotional opportunity and promotional objectives
- Select the appropriate audience
- The message
- The marketing communication mix
- Determine the budget
- Implement the plan
- Measure the results (7 × 2) (14)

[30]

QUESTION 5

5.1
5.1.1 B Location of business
5.1.2 C Awareness, Trial, Reinforcement
5.1.3 D Motivates staff
5.1.4 D Has many contacts and networks
5.1.5 B Accessibility

(5 × 1) (5)

5.2
5.2.1 R10 000 × 15% = R1 500

5.2.2 R10 000 + R1 500 = R11 500

5.2.3 R11 500 × 115 ÷ 100 = R13 225 × 15% = R1 983,75

5.2.4 R1 983,75 – R1 500 = R483,75

(4 × 2) (8)

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5.3
- Competence – each team member has specific skills and knowledge, which lead to competence of the team.
- A clear, common goal – all team members should be clearly aware of what is expected of them.
- A compelling purpose – team members should see the urgency and importance of the goal.
- Commitment to the common goal – all team members should be motivated to reach the goal.
- Every member contributes, every member benefits.
- Clear roles and work assignments – team members should know the roles and responsibilities of each other.
- A supportive environment – the team members should support each other in reaching their goals.
- Alignment – refers to the coordination of plans, effort and rewards with the highest goals of the organisation. (Any 4 × 2) (8)

5.4 5.4.1 Intrapreneur, he works in an organisation and comes up with ideas for the organisation to create more profit. (1 + 2) (3)

5.4.2
- Independence
- Freedom to be creative
- Opportunity to reap excellent financial awards
- Recognition and achievement (Any 3 × 1) (3)

5.4.3
- Confidence in their ability to succeed
- Willingness to take moderate risks
- Desire for responsibility
- Energy
- The urge to achieve
- An ability to identify good opportunities
- Organisation skills
- Desire for immediate feedback (Any 3 × 1) (3)

[30]

QUESTION 6

6.1 6.1.1 Consumer orientation
6.1.2 Systems orientation
6.1.3 Social responsibility
6.1.4 Profit orientation
(4 × 1) (4)

6.2 6.2.1
- Mary was greeted friendly
- Rego was eager to assist Mary
- Rego offered to assist with additional bookings
- Rego smiled when she assisted Mary

(Any THREE examples from case study) (3 × 2) (6)

6.2.2 No, 'the bed was not made, and the bathroom were still dirty'. She was told to wait. Staff informed on internal issues, 'short staffed'. (1 + 2) (3)

6.3
- Job creation – Entrepreneurship creates employment in local communities, which will decrease crime and poverty.
- Local wealth creation – The entrepreneur and his family benefit directly from the income of the business. Locals who are employed get the opportunity to create their own wealth.
- Negation of migrant labour – Entrepreneurship in the local community will provide young people with jobs and therefore reduce the migration of young people to cities to find employment.
- Urbanisation – Entrepreneurship will provide job opportunities in local communities; thus, fewer people will move to cities, which will lessen urbanisation.
- Empowerment – Entrepreneurship provides the opportunity to empower previously disadvantaged communities. (5 × 2) (10)

6.4
- Tourist guide
- Tour operating or wheels operation
- Hospitality: accommodation establishments
- Hospitality: restaurants
- Developing attractions
- Starting a home-based/small travel agency
- MICE (4 × 1) (4)

6.5 6.5.1 Responsible for the appointment of staff and determining salaries and promotions. (Any relevant answer)

6.5.2 Creating an image for the business. (Any relevant answer)

6.5.3 Responsible for the day-to-day activities of the business. (Any relevant answer)

(3 × 1) (3)

[30]

TOTAL: 180

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