higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

TRAVEL OFFICE PROCEDURES N6

11 NOVEMBER 2013

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 Prospecting
Finding or identifying prospective clients and making contact with them.

Preparation
Obtain information regarding the prospective client before contacting the client, for example the size of the business, its size and nature of the sales force, the product lines and their methods of distribution.

Meeting the client
When meeting the client a formal presentation is done and this is the opportunity to convince management and sell incentive travel to them. (2 facts) (3 x 2) (6)

1.1.2
- Services included in the estimate
- Method of payment that will be accepted by the travel agency
- Costs not refundable in the case of cancellations
- Fares that are subject to change
- The agent's fee
- The degree of involvement from the agency in the promotional campaign (6)

1.2 Calculate the projected increase in sales

6000000x10%√=R600 000√

Determine the company profit.

600 000x15%√=R90 000√

Calculate the incentive budget

90 000x50%√=R45 000√

Calculate the amount per individual

R15 000/3√=R15 000 per person√ (8)

1.3
- Transport
- Transfers
- Hotels
- Meals
- Extras
- Documents
- Special Services
- Communication

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- Unforeseen delays
- Guides (Any applicable answer) (10)

[30]

QUESTION 2

2.1 2.1.1 Business travellers usually travel business class
Business travellers usually make use of four or five star accommodation
You can thus earn more commission on the booking.
There are usually a large number of people in a big company such as De Beers
A company such as De Beers will make frequent trips
Employers make use of the travel agency to make holiday books through if they are happy with the service delivery of the travel agency.
Any applicable answer (one mark per fact) (6)

2.1.2 The nature of their business
The nature and the size of their sales force
What product they manufacture or what service they provide
The location of their head office, manufacturing plants and stores
Contact details and contact person
Any applicable answer (Any 4 x 1) (4)

2.1.3
- Personal delivery of all travel documents
- Credit card facilities
- On-line bookings and payments
- Warnings of expected price increases
- Calendar of exhibitions
- Electronic newsletters

Any applicable answer (Any 5 x 1) (5)

2.1.4
- Have good product knowledge
- Think on your feet and provide alternative travel arrangements
- Be flexible with regard to the services you offer
- Have a good understanding of fares, accommodation and car rental rates
- Have thorough knowledge of travel geography
- Have the ability to recognise less expensive options and offer them to the clients

Any applicable answer (Any 5 x 1) (5)

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2.2	2.2.1	True		
	2.2.2	False		
	2.2.3	False		
	2.2.4	False		
	2.2.5	True		
	2.2.6	False		
	2.2.7	True		
	2.2.8	True		
	2.2.9	True		
	2.2.10	False		
			(10 x 1)	(10)
				[30]

TOTAL SECTION A: 60

SECTION B

QUESTION 3

3.1	3.1.1	A press facility visit involves inviting√ members of the press √ to spend some time at your business/hotel√		(3)
	3.1.2	The purpose of the press facility visit is to allow travel writers to spend some time at your establishment with the hope that they will be impressed by your service √ and write an article about your facility. √ This allows the hotel to get free publicity.√ The travel writer might also create word of mouth advertising√ for you by telling their friends and family about your establishment.√		(5)
	3.1.3	Informal social		(2)
3.2	3.2.1	To inform√ the media √and general public of the incident.√		(3)
	3.2.2	News reporters from television/radio Journalists from newspapers Journalists from magazines		(3)
	3.2.3	The manager of the hotel OR The PR manager (me)	(1 x 2)	(2)
	3.2.4	Any applicable newsworthy answer, for example: The opening of the new refurbished wing A new CEO of the company When a client has been hospitalised due to food poisoning at the hotel's restaurant.	(1 x 2)	(2)

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3.3 3.3.1 No

3.3.2 End

3.3.3 No

3.3.4 White

3.3.5 Yes

(5 x 2) (10)

3.4 Press Relations
Includes providing the press with information as well as building a positive relationship with the press. Favourable press relations can be built through attending functions, inviting the press to dinners, playing golf and having drinks with them. Information to the press can be provided through written press releases, writing articles, writing letters, conducting interviews and organising press conferences.

Product publicity
The PRO works hand in hand with the marketing manager and gives advice with regard to the appropriate ways and means of letting the customers know about new products or changes to existing products. This can be done through advertising, promotions and competitions.

Corporate publicity
This activity entails creating and maintaining an image for the company that is positive and reflects the aims and goals of the company. The image depends on things such as stationery, services, staff uniforms, meals and rooms service.

Lobbying
The company takes a public stand against or for a specific cause, to support a worthy cause or to take a stand against a bad cause. This can be done through activities such as sponsorship.

Counselling
PRO acts as a general adviser to management, especially with regard to issues that might affect the public image of the company. The PRO is constantly aware of changes in the market, competitors, etc. When problems arise in these areas the PRO will advise management of an appropriate PRO strategy to try and avoid a disaster.
(Any applicable answer)
(One mark for the naming the activity+ one mark for describing the activity+ one mark for the applicable answer) (5 x 3) (15)

3.5
- Customers (existing or potential
- General Public
- Other companies (competitors and peers)
- Representatives from the press
(any applicable answer) (5)

[50]

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QUESTION 4

4.1 4.1.1

- Target market
- Nature and cost of the medium
- Nature of the product
- Lifespan of the medium
- Flexibility of the medium
- Budget
- Distribution (7)

4.1.2

- Good reproduction
- Longer life span
- Reaches specific segments
- Usually loyal readers
- National coverage (Any 5 x 1) (5)

4.1.3

- Limited availability
- No back reference to the message
- No illustrations possible
- Only a short message
- Is a background medium (Any 5 x 1) (5)

4.1.4

- Billboards
- Moving media
- Balloons (Any 3 x 1) (3)

4.2 Sales promotion
It is essentially a short-term plan√ that is aimed at an immediate response. Sales promotions are used to quickly increase your cash flow √ or when you need to get rid of excess stock.√

Advertising campaigns
These campaigns run over a longer period of time √ and have long-term objectives such as brand building √ or changing shopping patterns √ or attitudes. (6)

4.3 4.3.1 Privileged plans
Point of sale discounts (Any 2 x 1)

4.3.2 Money
Gifts
Trips
Bonuses
Competitions (Any 2 x 1)

4.3.3 Give-aways such as ash trays, key rings, calendars and mouse pads
Competitions
Free offers for accommodation and meals (Any 3 x 2) (6)

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4.4

International Travel Exhibition	Host country	Host month
Indaba	South Africa	May
Beijing International Tourism Expo	China	June
International Travel Expo	Hong Kong	June
International Tourism Exchange Berlin	Germany	March
World Travel Market	England	November

(Any 3 x 3) (9)

4.5 Those aimed at the public
Anybody can attend these exhibitions and mostly advertise destinations, accommodation and travel accessories.

Those aimed at the trade
This exhibition is open to anybody in the travel industry and is aimed at introducing new companies to the industry. One or two days of a public exhibition are usually reserved for members of trade only.

Private exhibitions by invitation only
Some exhibitions are open only to specific people and they are smaller in size. The aim is to introduce new products to a selected audience.
(One mark for naming the type + two marks for discussion) (3 x 3) (9)
[50]

QUESTION 5

5.1
5.1.1 D, J
5.1.2 A, E
5.1.3 H, I
5.1.4 B, K
5.1.5 C, G
5.1.6 F, L

(6 x 2) (12)

5.2
- People's person
- Self-confidence
- Outgoing
- Friendly
- Charming
- Connect with people from all walks of life
- Creative

(Any applicable example 5 x 1) (5)

5.3 Your nails are short and well manicured
Your clothes are clean and ironed
Your hair is tied away from your face (girl) or nice and short and neat (guy)
Wears the correct clothes for the occasion
Shoes need to be clean and neat and suit the occasion
Any applicable answer (Any 5 x 1) (5)

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5.4 To liaise with front office and to meet those guests on the VIP lists on a daily base
To supervise the operation and service of the PRO desk and meet and welcome as many residents as possible
Using information supplied by the departmental heads, design and arrange for printing programmes of activities for peak periods
To liaise with the general manager and the resident manager/food and beverage manager so that the operating times on all printing work are suited to hotel requirements
To remain in public areas as much as possible to maintain guest contact
To assist whenever necessary with the supply and distribution of give-aways for special occasions
To supervise the information desk personnel, to coordinate and implement training and to provide timetables of working schedules for the above mentioned staff
To liaise and assist management with VIP arrivals and other VIP functions
To effectively carry out tours of the hotel by being fully knowledgeable of all facilities and attractions of the complex
To ensure that the PRO department operates effectively and to ensure that the guests, through this department, always get the correct impression of the hotel.

To be responsible for all messages and information on foyer noticeboard, ensuring neatness, correct spelling and accuracy
To maintain the highest degree of personal appearance and hygiene at all times
To be familiar with all emergency, fire and safety regulations
To be aware of and able to abide by all the rules in the employees handbook
Any applicable answer (Any 4 x 2) (8)

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5.5 5.5.1 Before the interview

- Make sure that the PRO knows what the interview is about
- Be well prepared
- Practise your voice
- Have a good meal
- Rehearse what you want to say
- Anticipate the questions and prepare possible answer

Any applicable answer (Any 5 facts) (5)

5.5.2 During the interview

- Listen carefully
- Make sure you answer only what was asked
- Speak clearly. Pronounce the words properly
- Speak slowly
- Relax
- Keep time limits in mind
- Don't give any false information (Any 5 facts) (5)

[40]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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