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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N

28 MAY 2019

This marking guideline consists of 13 pages.

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SECTION A

QUESTION 1

1.1 Yes.✓✓
Any company can be a great target market for business travel, however employees from larger companies will travel more frequently✓ and require more travel arrangements, thus ensuring a better income✓ and stable return business.
Marker to interpret learners answer. (4)

1.2
- Meetings
- Conferences
- Events
- Seminars
- Branch visits
- Training
- Workshops
- Branch office visits (Any 5 × 1) (5)

1.3 STEP 1: Business travel happens more often than leisure travel✓
Because business travel happens more often, the travel agency receives more commission✓ because of the frequency of reservations✓ for that specific company.

STEP 2: Business travellers are not flexible regarding time✓
Therefore, if the reservations are for a specific time and all the cheaper seats have been booked, the travel agent is forced to make the reservation at a more expensive price✓, which again increases the source of income✓ through commission.

STEP 3: The location of the hotel is important✓
Because business travellers normally stay in hotels close to the CBD✓ those hotels normally cater for the business travellers specifically and the rate charged is more expensive.✓
STEP 4: Business trips are shorter than leisure holidays,✓and therefore more costly✓ because some rates become cheaper the longer one books in advance and sometimes includes, for example 7 day specials, for which business travellers do not qualify.✓

STEP 5: Little or no sightseeing✓
Although business trips normally do not include sightseeing, it is becoming more common to conclude deals at places of interest.✓ Business travellers nowadays try to include some leisure in their trips to make the trips more bearable, which obviously have an impact on the cost of the trip.✓

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STEP 6: Business travel is expensive✓
Because they normally travel in Business Class and stay in 5-star hotels,✓ the agency earns more commission.✓

STEP 7: Business travellers have special needs✓
Extras, like laundry services, late night meals and access to a gymnasium, which business travellers might need, are normally not included in the trip✓ and is an extra cost to the client. ✓

(It is very important that the markers do not look for the exact words when marking. Students cannot recall exact words. Marks should be allocated if the meaning of the answer is the same as that of the marking guideline.) (7 × 3) (21)
[30]

QUESTION 2

2.1 Incentive travel is when employees are rewarded✓ for hard work✓ by offering the winner(s) of the programme a paid holiday.✓ (3)

2.2
- It motivates staff
- It reduces absenteeism
- It contributes to company goals being met
- It contributes to an increase in productivity
- It contributes to the enhancement of the company image (Any 4 × 1) (4)

2.3 Markers to interpret candidates' answers for correctness. Answers can include the following companies.

EASY TO INTRODUCE	DIFFICULT TO INTRODUCE
Banks	Hotels
Vehicle sales	Accommodation establishments
Manufacturing companies	Service companies
Insurance companies	
Brokerage firms	
Food retailers	
Motor companies	
Import and export companies	
Mining companies	
Universities and colleges	

(3 + 3) (6)

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2.4
- It creates an immediate short-term increase in sales and could be a solution to cash flow problems.
- The cost of the trip is covered by the increase in profit.
- Internal promotion and general administration can be done at a small fee.
- Creates open communication between management and staff.
- It is tax deductible.
- It helps marketing efforts
- Generates publicity.

Should markers allocate 2 marks when students write short answers like 'short term increase in sales' or 'increased profit'? We all know that some students will give the shortest responses possible. Markers should agree on this before marking commences. (Any 5 × 2) (10)

2.5 2.5.1 Book all transport needs such as air, rail, boat and coach travel.

2.5.2 Book all accommodation needs. The budget will determine the star grading chosen.

2.5.3 Book all food and beverage needs. This will include all meals and drinks included in the package. Dietary requirements, special requests and parties should also be taken into consideration.

2.5.4 Book all transfer needs. This will include transfers from and to airport/s and any additional transfers required during the holiday.

2.5.5 Time should be allowed for unforeseen delays in communicating information to participants, securing travel documentation and/or finalising the itinerary.

2.5.6 This includes items like name badges, interesting tips on the country visited, branded bags or jackets, etc. to make the holiday special.

2.5.7 Book all entertainment needs. This will include day trips, spa treatments, shopping, et cetera. The extras are usually what makes the holiday memorable.

(7 × 1) (7)
[30]

TOTAL SECTION A: 60

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SECTION B

QUESTION 3

3.1 3.1.1 Communication and good relations within the company✓
Example: Between management and staff

3.1.2 Role players outside the company✓
Example: Current and future customers, the general public, competitors, the media, investors, partners, government and suppliers✓

(2 × 2) (4)

3.2
- The PRO must manage and maintain the image and reputation✓ of the company he/she works for.
- He/she must manage the spread of information between an organisation and its publics.✓
- He/she must ensure that the publics maintain a certain image about the organisation.✓
- Not only does the PRO liaise with people outside the company,✓ but also liaises with internal staff,✓ as the employees are the organisation's greatest asset and the organisation depends on its employees for producing services and products.✓ (6)

3.3
- Rhino poaching
- A new development in a heritage site
- Using animals in a circus (3)

3.4 3.4.1
- Strong sense of responsibility
- Moral and personal integrity to stand by what you believe in
- Tolerance for stress as he/she has to work under pressure
- A willingness to serve and to have an interest in people and the community
- Honest actions
- Professionalism in the workplace (Any 2 × 1)

3.4.2
- Professional appearance
- Well-groomed and presentable
- Dress for to the specific occasion
- Dress and act according to the image of the organisation you work for
- Wear subtle make up and accessories (Any 2 × 1)

3.4.3
- Good communication skills
- Basic managerial skills such as planning, leading, organisation and control
- Organisational ability and administrative talent
- Photographic skills
- Creative skills to find innovative ideas and methods
- Information technology skills to utilise modern technology
- Multilingualism (Any 2 × 1)

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3.4.4
- Knowledge of the specific field of operation
- Knowledge of the strengths and weaknesses of the company
- Knowledge of the opportunities and threats in the external environment
- A sound knowledge of the role of a PRO in a company
- Business awareness and a good knowledge of current affairs.
- Knowledge on various media that can be used for public relations functions. (Any 2 × 1)

3.4.5
- Qualifications from PRISA
- Qualifications from governmental organisations such as the Services Seta
- Qualifications including journalism, communication, advertising, personnel management (Any 2 × 1)

(5 × 2) (10)

3.5

DEMOGRAPHICS	PERSONAL CHARACTERISTICS
Location	Personality
Gender	Attitude
Age	Lifestyle
Occupation	Interests and hobbies
Income level	
Education level	
Ethnic background	

(Any 4 × 2) (8)

3.6
- It is the final step in the publicity campaign
- Involves evaluation and measuring of the success of the publicity campaign
- Evaluation is extremely important to assess whether the campaign was worth the effort and money spent
- Sometimes the benefits will not be obvious immediately after the campaign, but at other times it can be seen when there is an increase in sales, bookings and an interest in the company's products and or services
- Evaluation is a continuous process
- The unpredictability of human behaviour, attitudes and opinions that change with time, requires new and exciting PR programmes (Any 5 × 1) (5)

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3.7 3.7.1
- Objectives to inform the public
- Objectives to motivate the public

3.7.2
- Individual visits
- Newspaper and magazine articles
- Banners and T-shirts
- Exhibitions, demonstrations or promotions
- Seminars, conferences or workshops
- Sponsorships of cultural or environmental projects
- Educational projects
- Social media

(Any 2 × 1)
(2 × 2) (4)
[40]

QUESTION 4

4.1 4.1.1
- Make use of news outlets that serve the target market of your company, for example, hire a celebrity to attend the opening, seek out event bloggers.
- Use a direct approach by speaking to journalists you have worked with before.

Markers to interpret candidates' answers for correctness
Answers must be relevant to the event in the question. Students may use their own words, as their opinions were required. Marks should be allocated if the meaning of the answers agrees with that of the memo.

4.1.2
- Use social media
- Get the attention of the media

Markers to interpret candidates' answer for correctness
Answers must be relevant to the event in the question. Students may use their own words, as their opinions were requested. Marks should be allocated if the meaning of the answers agrees with that of the memo.

(2 × 2) (4)

4.2 A press facility visit is when a company or establishment invites members from the press✓ to visit their company or establishment to gain publicity.✓ (2)

4.3
- Complimentary weekend
- Free lunch
- Relaxed environment
- Good food and wine

Markers to interpret candidates' answers
This question must relate to Tsogo Sun – Sandton Hotel. Marks must be allocated for students' own answers as their opinions were required. (4)

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4.4
- The PRO should keep internal and external publics in mind when answering enquiries from the press.
- PROs are trained on how to respond to accusations without harming any good relations.
- The PRO may be required to supply additional information or statistics on facilities, photos of the staff, et cetera, or even host journalists at the company.
- It is the PRO's responsibility to create and maintain a favourable image of the company. (4)

4.5
- A press conference is the promotion of products or the sharing of views and statements about a specific topic or issue✓ where the media is present.✓
- A press release is a written and recorded view or statement✓ given to the media to announce or publish.✓ (4)

4.6

PRESS RELEASE✓

OPENING OF THE NEW TSOGO SUN – SANDTON HOTEL✓

The new Tsogo Sun – Sandton Hotel is geared especially for the business traveller offering 120 deluxe rooms at this five-star facility.✓ The hotel is scheduled to open at the end of this month✓✓

** ENDS**✓

For more information contact:
TSOGO SUN – SANDTON✓
ADDRESS: 104 RIVONIA ROAD, SANDTON✓
TELEPHONE NUMBER: 011 412 3194✓
WEBSITE: www.tsogosunsandton.com✓
TWITTER: # tsogosunsandton✓
INSTAGRAM: tsogosunsandton✓

Students must use the information provided in the question. (12)

[30]

QUESTION 5

5.1
- By advertising new products, Travel Unlimited firstly informs✓the public of their new product✓
- They strive to persuade✓ the public to use their product✓
- They remind✓ the public of their other and new services.✓ (3 × 2) (6)

5.2
- Internet
- Travel magazines
- Newspapers
- Direct mail
- Brochures, flyers, pamphlets
- Cell phone advertising (Any 5 × 1) (5)

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5.3 5.3.1 Target market
5.3.2 Frequency
5.3.3 Lifespan
5.3.4 Budget
5.3.5 Flexibility of the media

(5 × 2) (10)

5.4 5.4.1

MEDIA	ADVANTAGES	DISADVANTAGES
Direct mail✓	• Audience selectivity✓ • No ad competition within the same medium • Can be more personal • Very flexible	• Relatively high cost✓ • Junk-mail image • Often ignored as receivers can become irritated • Problems in maintaining mailing lists
OR		
Cell phone advertising	• Reaches a specific audience • Can inform immediately of any changes/promotions	• Irritating repetition • Often ignored

(Any 3 × 1)

5.4.2

MEDIA	ADVANTAGES	DISADVANTAGES
Local newspaper✓	• Flexible✓ • Good local target market • Broad acceptance • High believability • High frequency • Relatively cheap per reader • Reaches all income groups	• Short lifespan✓ • Poor reproduction quality • Small pass-along audience • Aimed at general audience
OR		
Web-based advertising	• Reaches a wide audience • Use of colour and virtual tours • Relaxed atmosphere • Selective group • Can search for specific information	• Very expensive • Less audience selectivity • Lengthy preparation and production time • Irritating repetition

(Any 3 × 1)

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5.4.3

MEDIA	ADVANTAGES	DISADVANTAGES
Radio✓	• Mass use✓ • High geographical and demographical selectivity • No simultaneous competition from competitors • Can easily change content • No literacy needed • Low cost	• Audio presentation only✓ • Lower attention than television • Fleeting exposure • Is a background medium • No illustrations possible
OR		
Television	• Combines sight, sound and motion • Appealing to the senses • High attention • High reach • Can involve the whole family	• Very expensive • No back reference to message, fleeting exposure • Less audience selectivity • Lengthy preparation and production time • Irritating repetition

(Any 3 × 1)

5.4.4

MEDIA	ADVANTAGES	DISADVANTAGES
Magazine advertising✓	• Credibility and prestige✓ • High quality reproduction • Long lifespan • Good pas-along readership • National coverage • Usually loyal readers	• Long ad purchase lead time✓ • Some wasted circulation • No guarantee of position • Limited flexibility • Lots of competition
OR		
Outdoor advertising	• Flexibility • High repeat exposure • Low cost • Low competition	• No audience selectivity • Creative limitations • Short exposure • Detrimental to environment • Can be weather permitting • Short message

(Any 3 × 1)

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5.4.5

MEDIA	ADVANTAGES	DISADVANTAGES
Outdoor advertising✓	• Flexibility✓ • High repeat exposure • Low cost • Low competition	• No audience selectivity✓ • Creative limitations • Short exposure • Detrimental to environment • Can be weather permitting • Short message
OR		
Web-based advertising	• Reaches a wide audience • Use of colour and virtual tours • Relaxed atmosphere • Selective group • Can search for specific information	• Very expensive • Less audience selectivity • Lengthy preparation and production time • Irritating repetition

(Any 3 × 1)
(5 × 3) (15)

5.5 ABOVE THE LINE ADVERTISING

- Media regarded as traditional and conventional are used in this type of advertising.
- Here the aim is to reach mass media with a basic message acceptable to the mass target market.

BELOW THE LINE ADVERTISING

- Media regarded as alternative and out of the ordinary are used for this type of advertising.
- This type of advertising aims to reach a target market in a limited geographical area. (2 + 2) (4)

[40]

QUESTION 6

6.1
6.1.1 True
6.1.2 False
6.1.3 False
6.1.4 True
6.1.5 True

(5 × 1) (5)

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6.2
- Task summary
- Production standards
- Directly responsible to
- Directly responsible for
- Promotion from
- Promotion to
- Authority
- Specific duties
- Physical working conditions
- Conditions of employment (Any 5 × 1) (5)

6.3
- Educational qualifications
- Experience
- Training
- Knowledge and skills
- Responsibility
- Physical or personal requirements
- Physical abilities
- Judgement
- Attitude
- Communication skills
- Emotional characteristics (Any 5 × 1) (5)

6.4
- A Travel Workshop is actually a working seminar✓ where tradespeople get together to discuss business.✓
- Buyers and sellers can come together to negotiate business.✓
- National tourism boards often stage travelling workshops✓ in areas where they hope to sell as destination to the local and international travel industry.✓ (5)

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6.5

STAGE 1	Determine the objectives✓	Decide what you want to achieve with the promotional campaign✓
STAGE 2	Identify the target audience✓	Decide who you want to target✓
STAGE 3	Evaluate alternative strategies✓	Choose the strategy/technique to be used✓
STAGE 4	Determine the budget✓	Determine how much money is available for the sales promotion✓
STAGE 5	Develop the programme✓	Take decisions on when, what, how and for how long✓
STAGE 6	Coordinate associated communications	Ensure that the sales promotion is scheduled to fit in with other marketing communications
STAGE 7	Test the programme	Pre-test the promotion with focus groups from the target market
STAGE 8	Implement the programme	Announce the promotion in the relevant media and provide dates for the promotion
STAGE 9	Evaluate the effects of the programme	Determine whether the promotion was successful or not

(Any 5 + 5) (10)
[30]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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