



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

29 May 2026

This marking guideline consists of 12 pages.

QUESTION 1

- 1.1 1.1.1 Central Reservation System/CRS
 1.1.2 Accident
 1.1.3 Document Exchange/Docex
 1.1.4 Confidentiality
 1.1.5 Accountant
(5 × 2) (10)
- 1.2 Inbound tour operator:
This is an individual or company providing services to an arriving or visiting tourist, this individual or company would be based in a specific country that is being visited by international tourists or foreign nationals.
- NOTE: If the candidates give an explanatory example of an inbound tour operator such as 'A South African tour company makes a booking for a tourist coming to South Africa from Germany.' the candidates should be awarded marks.
- Outbound tour operator:
This is an individual or company providing services to departing tourists, this individual or company would be based in a specific country that a tourist will be departing from while visiting other international or foreign countries.
- NOTE: If the candidates give an explanatory example of an outbound tour operator such as 'A South African tour company makes a booking for a tourist from South Africa to Germany.' Candidates should be awarded marks.
(2 × 2) (4)
- 1.3 1.3.1 Open-plan office layout (1)
 1.3.2 Cubicle office layout (1)
 1.3.3 Office layout 1:
 • One large room divided into smaller workstations without any fixed partitions between them.
 • Minimises use of small, enclosed rooms such as private offices.
 • A floor plan which makes use of large, open spaces (Any ONE)

 Office layout 2:
 • Cubicles are partitioned by low or high walls or even plants or screens.
 • Each cubicle has a space large enough to fit a desk and computer.
 • Workers are stationed in small cubicles around a room.
(Any ONE)
(1 + 1) (2)

1.3.4		Advantages:		
		- Partitions reduce noise - Privacy is enhanced - Fewer distractions - Proper planning and layout can lead to effective space utilisation and good workflow.	(Any 2 × 1)	
		Disadvantages:		
		- Maintenance and cleaning can be difficult - A poor layout can waste a lot of space and affect workflow - Frequently used equipment (e.g. fax machines and copy machines) could be difficult to access. - Noise levels may still be high - Management might require more privacy - Accountants working with money need more privacy - Staff can be distracted	(Any 2 × 1) (2 × 2)	(4)
1.4	Document Exchange			(1)
1.5	1.5.1	E-mail/Electronic mail		
	1.5.2	Courier service		
	1.5.3	Registered mail		
	1.5.4	Regular/surface		
	1.5.5	Speed mail	(5 × 1)	(5)
1.6	1.6.1	- A credit card is a payment instrument linked to a credit card account with a pre-approved credit limit. - Allows the consumers to buy goods and services on credit.	(Any ONE)	(1)
	1.6.2	- Ability to shop online - An easy way to build up your credit rating - A lot of credit cards have rewards programmes that allow you to earn points or it has cash-back programmes. - Some banks offer travel insurance when booking a trip. - Prestige of having a credit card - Buy 24 hours of the day - It is safer to use your credit card than carrying a large amount of cash.	(Any 4 × 1)	(4)
	1.6.3	- Name of the cardholder as it appears on the card - Card number - Expiry date - CVV (last 3 or 4 digits at the back of the card) - Card number - Signature	(Any 4 × 1)	

- 1.7
- Bank cards are convenient.
 - You do not have to go to the banks to withdraw or deposit cash.
 - You can also use your card for payments instead of withdrawing money from an ATM and then paying for goods and services with cash.
 - It is generally safer to use than other payment methods
 - Some bank cards can be used when traveling overseas and you don't have to exchange money before traveling.
 - Better financial planning is possible because the bank statement is a comprehensive summary of all transactions done electronically.
 - Banks offer rewards for using bank cards (e.g., *UCount* at *Standard Bank* or *eBucks* at *FNB*)
 - Because of the unique PIN code, it will be difficult to use the card when stolen.
- (Any 3 × 1)

(3)
[40]

QUESTION 2

- 2.1
- 2.1.1 circulation note
 - 2.1.2 Amadeus
 - 2.1.3 EMD
 - 2.1.4 BSPZA
 - 2.1.5 SABS
 - 2.1.6 internal
 - 2.1.7 Leisure Travel Agency
 - 2.1.8 natural
 - 2.1.9 concertina
 - 2.1.10 travel money card

(10 × 1) (10)

- 2.2
- 2.2.1 Liability insurance: protects the insured from the risk that he/she may be held legally liable or sued by another person for any injury, accident, or loss that the other person suffered. It includes bodily injury, medical expenses, the cost of defending lawsuits, etc.
 - 2.2.2 Insured: buys the insurance policy and is protected by it, he or she pays the premiums in exchange for the cover.

OR

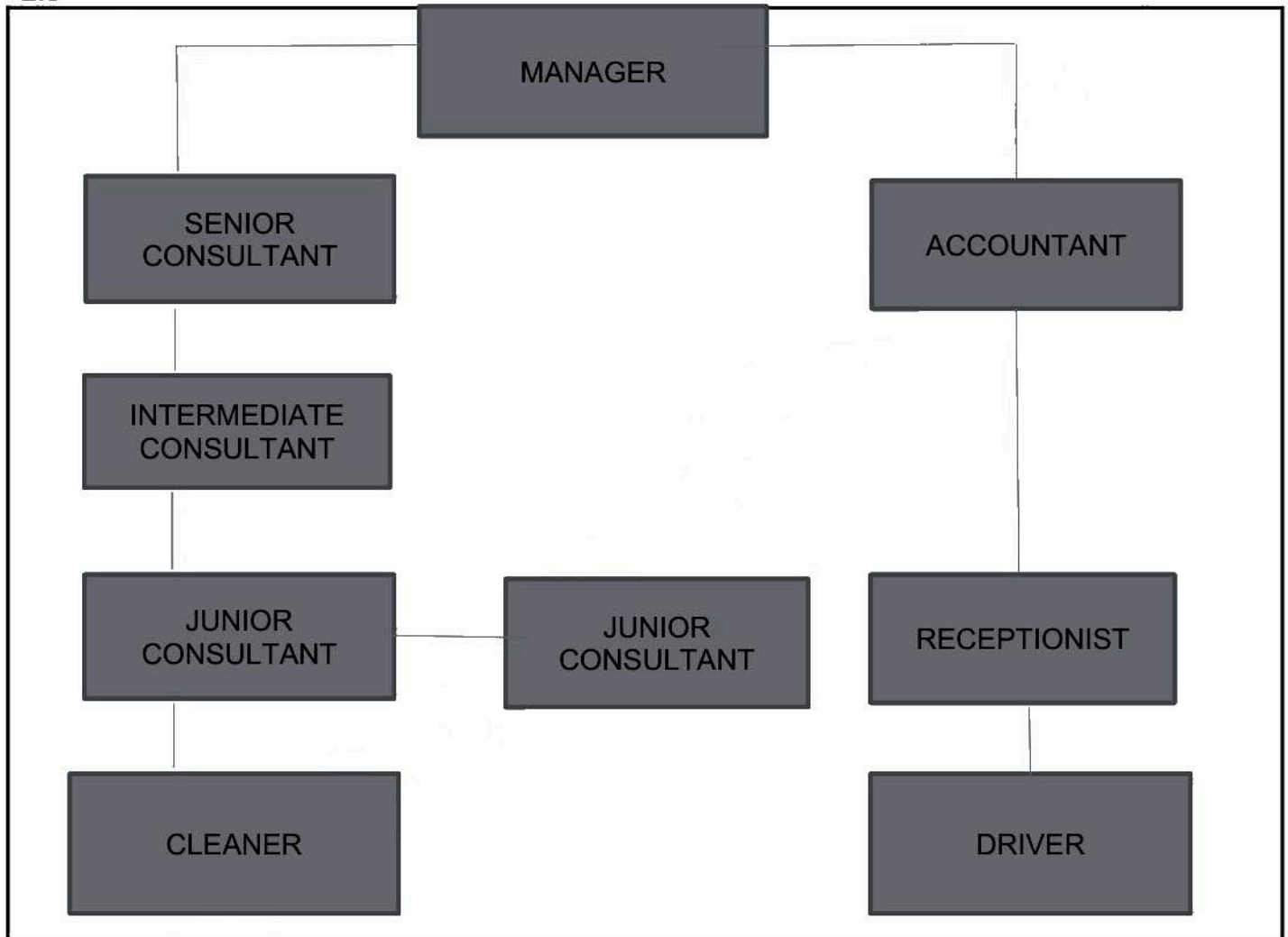
This insured is the person who pays the premium and to whom the insurance company agrees to cover the losses suffered.

- 2.2.3 Insurer: This is the insurance company that bears the risk. The company receives the premiums from the insured.
- 2.2.4 Cancellation: If the traveller has to cancel or postpone the journey because of reasons beyond their control, any non-refundable costs may be claimed

2.2.5 Life insurance: is taken out to protect the family or financial dependents of a person when he or she dies. The nominated beneficiary will receive the proceeds to make up the sudden loss of income.

(5 × 2) (10)

2.3



(9 + 1 mark should be awarded for the accuracy of the diagram)

(10)

[30]

QUESTION 3

- 3.1 3.1.1 Protection of Personal Information (POPI Act) (2)
- 3.1.2
 - Name, surname and identity number
 - A client's passport number and expiry date
 - Home address
 - Bank details of a client or staff member
 - Credit card information of a client
 - Contracts with suppliers
 - Budgets
 - Customer list (Any 4 × 1) (4)
- 3.1.3 If personal information is misused the travel office might get a fine of up to R10 million or even imprisonment of management and the owner. (2)
- 3.2
 - Cash and possible foreign exchange
 - Details of clients like ID numbers and credit card numbers
 - Expensive equipment like computers and printers
 - Documents like passports and other travel documents
 - Contracts with suppliers and wholesalers
 - Quotes and itineraries (Any 4 × 1) (4)
- 3.3
 - Lose money
 - Lose the trust of customers
 - The company will not be able to function properly if the equipment is stolen
 - See their clients take their business to a competitor
 - Have less productive staff as they might be demotivated or scared
 - Most probably build a reputation of being untrustworthy (Any 4 × 1) (4)
- 3.4
 - Neat
 - Safe
 - Durable
 - Economic
 - Flexible
 - Compact
 - Accessible
 - Suitable
 - Logical
 - Simple (Any 5 × 1) (5)
- 3.5
 - Copying is the process by which only a limited number of duplicates of an original document are made.
 - Duplicating means that a large number of copies are made of an original document, an unlimited quantity. (2 + 2) (4)

3.6	• Personal • Subject/Topic • Geographical	(3)
3.7	Billing and Settlement Plan	(1)
	Advantages:	
	• It matches up each sale with each payment and follows up on any underpayment. • It refunds any money due for cancelled tickets. • It gives the agency statistics on how much revenue it earned. • It shows how much commission the agency earned. • It indicates how many tickets were sold in a given period, compared to another time of year. • It creates a feeling of 'belonging to a system' that is working on your behalf. • It is an enormous help to the accounts departments of each travel agency.	(2)
	(Any 2 × 1)	(2)
3.8	3.8.1 Standard Traffic Document	(2)
	3.8.2 1	(1)
	3.8.3 1	(1)
	3.8.4 Credit Card	(1)
	3.8.5 • Credit card fraud • Bank fees are extremely high • High interest paid • Don't keep track of how much you spend • It encourages people to spend money that they don't have • Sometimes the terms and conditions are confusing	(2)
	(Any 2 × 1)	(2)
	3.8.6 It is used for the check-in while boarding the flight.	(2)
		[40]
TOTAL SECTION A:		110

SECTION B

QUESTION 4

- 4.1 4.1.1 Flight tickets from JNB to CPT/FlySafair flight ticket (1)
- 4.1.2 Pick n Pay Travel (1)
- 4.1.3 Leisure or Corporate or Business (2)
- 4.1.4
 - Bookings can be made at any time of the day (24 hours) in the comfort of your own home.
 - Confirmation is also received straight away, usually via email.
 - The consumer will save money, as commission for the middleman (travel agent) is not applicable.
 - It is also very easy to compare prices between different tourism companies offering the same service. (4)
- 4.1.5
 - Television
 - Newspapers
 - Magazines
 - Direct mail
 - Handbills
 - Billboards
 - Internet
 - Point of sale (Any 4 × 1) (4)
- 4.1.6 Introduction:
 - A new product is introduced to the market.
 - It is not very well known yet, and so the sales are low.
 - Marketing must be done to bridge the gap between production and consumption.
- Growth:
 - Consumers get to know the product and sales grow rapidly.
 - Profits are being made.
 - The competitors now see the good product you have, and they develop something similar.
- Maturity:
 - Competition gets tougher as there are now similar products on the market.
 - Sales are lower.
 - Profits go down as competitors cut prices to attract more consumers and your business must follow suit.

(continue)

Decline:

- The sales of the product decline as new products are introduced to the market.
- More conservative and loyal customers might still buy older products.

(Candidates should be awarded 1 mark for naming the life cycle and 1 mark for explaining the life cycle of a product) (4 × 2)

(8)

4.2

Service Marketing:

- Not tangible
- Not easy to show product and benefits
- Human error can take place when one individual can spoil the whole experience for the customer.
- Risky as they cannot test or return a service.

Manufacturing Marketing:

- Tangible
- Easy to show product and benefits
- A product can be repaired or replaced if it is broken
- Less risky as there is usually a money-back guarantee

(Any 2 + 2)

(4)

4.3

- Membership group✓ – Sport club✓
- Automatic group✓ – Age group, gender, occupation✓
- Negative groups✓ – Violent gangs✓
- Associated groups✓ – Book clubs, and Bible study✓

(4 + 4)

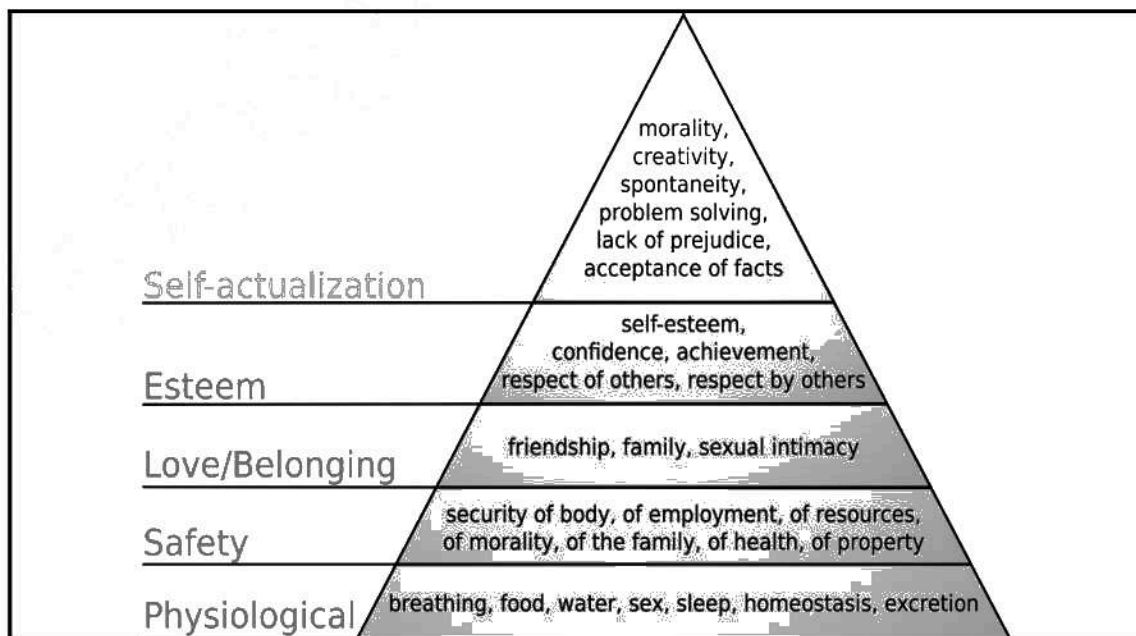
(8)

4.4

PAPA✓ ROMEO✓ OSCAR✓ DELTA✓ UNIFORM✓ CHARLIE✓ TANGO✓

(7)

4.5



(1 mark should be awarded for each need (5 marks) and 1 mark should be awarded for the relevant example for each need (5 marks) (5 + 5)

(10)

QUESTION 5

- 5.1 5.1.1
 - Personal selling involves interaction between the employee and the consumer.
 - It is personal communication to persuade a customer to pay money for a specific product (2)
- 5.1.2
 - Be outgoing and not shy to speak to people
 - Be passionate and believe in what they sell
 - Ask the right questions
 - Listen intently and give full attention to the customer
 - Work hard
 - Be able to think on their feet(quick)
 - Be well-organised
 - Be polite
 - Be helpful
 - Serve customers as they would like to be served
 - Be sensitive to wishes/requests from the customer (Any 7 × 1) (7)
- 5.1.3
 - Stop reading or talking to your colleague
 - Introduce yourself and show the client where to sit
 - Listen to the needs of the client
 - Ask relevant questions to get a better idea of what the client wants
 - Never assume that you will remember everything that a client is enquiring about, you need to write down what is important or take down notes.
 - If the phone rings, answer, transfer the call, and apologise. (Any 5 × 1) (5)
- 5.2 Perception is the process of selecting, organising, and interpreting information, to produce a meaningful overall picture and experience.

OR

Perception is using your senses to form an opinion about something.

OR

Perception is based on information received through a person's senses (taste, sight, smell, sound, and touch).

OR

Attitude is a tendency to act favourably or unfavourably concerning a product, service, or object.

OR

Attitude is a combination of a consumer's beliefs, feelings, and behavioural intentions towards some object within the context of marketing. (Any 2 + 2)

- 5.3
- Answer the phone promptly (it should not ring more than three times).
 - Greet the caller with a warm welcome.
 - Identify yourself and the company.
 - Speak clearly.
 - The same professionalism must be used over the phone as in person.
 - Give the caller your full attention, do not carry on with something else while talking on the phone to the client.
 - Provide relevant information.
 - Sell the product over the phone by painting a mental picture with words.
 - Try to get some kind of commitment from the caller.
 - Do not put a caller on hold for too long (e.g., if there is another call).
 - If you need to put the caller through to a colleague, make sure that the person is available before you do the transfer. (Any 5 × 1) (5)
- 5.4
- STEP 1: Adequate pre-sale preparation
- The salesperson should know all the features that the product/ service has as well as the unique selling point (USP) of the product/service.
 - The salesperson must research to identify the people or businesses that might be interested in buying his/her product.
 - The salesperson must also know how to apply selling techniques.
- STEP 2: Locating and identifying the buyer
- This step forms part of the promotion strategy of the marketing mix.
 - Different advertising media are implemented to inform the potential buyers of the product/service
 - This can be done in different ways like contacting prior customers with new offers or using any advertising media.
- STEP 3: Approaching the buyer
- This is where you will meet and talk to the potential client for the first time.
 - The approach includes small talk, eye contact, a handshake, etc. to make a good initial impression.
 - You can approach the buyer by e-mailing them, phoning them, or simply inviting them to a special event.
- STEP 4: Presentation
- Now the product or service can be presented to the prospective buyer using visuals or a demonstration.
 - Social media like YouTube can be used to show the destination, hotel, or airline you are promoting.
 - This is done to communicate the benefits of the product/ service to the consumer to persuade them to buy what is on offer.
 - The travel agent must make sure the presentation includes how the customers' needs will be satisfied

STEP 5: Answering questions and objections

- Objections could be seen as customer questions and uncertainties about the product.
- A salesperson should expect that objections will be part of every sales presentation.
- Objections should not be seen as something negative, but rather as an opportunity.
- It is useful because the real buyer's needs can be revealed.
- Try to recognise how close the person is to buy the product and how much more persuasion is needed.
- Try to give alternative suggestions for any objections.

STEP 6: Closing the sale

- This is the attempt to get a commitment from the client to buy.
- It would be best to get something in writing, signing a contract.
- This means that the client will pay or reserve the offer
- Highlight all the benefits of the product or service again
- Many sales are lost because of salespeople who fail to close a sale.

STEP 7: Follow up (non-sale activities)

- The sale does not complete the selling process.
- The relationship between the buyer and the seller should be nurtured.
- Good follow-up will increase your closing ratio drastically.
- A travel agent will contact the client when coming back from the tour he/she sold the client
- This is to make sure that everything went well and was what the customer expected.

(7 × 2) (14)

5.5 5.5.1 Steps
5.1.2 Staff

(2 × 2) (4)

[41]

TOTAL SECTION B: 90
GRAND TOTAL: 200