



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

TRAVEL OFFICE PROCEDURES N4

26 November 2024

This marking guideline consists of 9 pages.

SECTION A

QUESTION 1

- 1.1 1.1.1 A✓
 1.1.2 B✓
 1.1.3 D✓
 1.1.4 D✓
 1.1.5 B/A✓
 1.1.6 A✓
 1.1.7 D✓
 1.1.8 B✓
 1.1.9 C✓
 1.1.10 C✓
- (10 × 1) (10)
- 1.2.
 - Burglar bars in front of windows and doors✓
 - An alarm system for when the office is closed✓
 - Panic buttons in various places in the office✓
 - An SABS-approved safe for important documents and cash✓
 - CCTV camera installation✓
 - A security guard for bigger premises✓
 - Passwords to access computers and certain computer programs✓
 - Safe parking for employees and customers✓
 - Security card at the entrance✓
- (Any 6 × 1) (6)
- 1.3 1.3.1
 - Noise caused by colleagues, clients, and office equipment✓
 - No privacy for accountant and manager✓
 - Conflict regarding ventilation and lighting to suit everybody✓
 - Workers are easily distracted✓
 - The office will need more space for social distancing which might result in some workers having no space at all
 - This layout accommodates more people in one room which poses risks of easily spreading corona virus✓
- (Any 5 × 1) (5)
- 1.3.2 Corridor/closed office layout.✓✓ The reason is each employee will have his or her own office which reduces chances of catching the virus as employees are not in one office throughout the day.✓✓
- (2 + 2) (4)
- 1.4
 - Product demand✓
Determine whether there is a demand for the product in that specific area✓✓ (using a questionnaire, observations, traffic counts, and independent surveys).
 - Availability of labour (workers)✓
There must be potential staff with the right skills and knowledge located in the area to be employed in the company.✓✓

- Transport routes✓
A travel office must be located in an area where transport networks allow both workers and consumers to reach it easily.✓✓
 - Market for your product
The tourism business must be near the target market.
 - Services available at location
Municipal services such as water and electricity, sanitation, telecommunications as well as security must be available to your workers and also consumers.
 - Competitors
Get information about the competitors in that area. Is it necessary to open a new business in the same area or not? (Any 3 + 6) (9)
- 1.5
- Always make sure there is a copy of the document that you are sending off. It might easily get lost in the mail.✓
 - Indicate any special instructions, for example, 'registered' or 'speed' mail.✓
 - Make sure that all the necessary attachments are attached.✓
 - The address and especially the postal code must be correct.✓
 - All outgoing mail must also be recorded in an outgoing mail register.✓
 - Make sure that mail goes out at least once a day. It will also be better if mail can go out once in the morning and once in the afternoon.✓
 - All mail must be placed in the 'outgoing' tray to be collected by the mail clerk or the junior consultant. (Any 6 × 1) (6)
- 1.6
- Speed post/Speed services: A faster service than any other traditional mail service in which the sender pays normal postage handling and delivery charges.✓✓ For example: counter-to-counter✓/Counter-to-door✓/Door-to-counter/Door-to-door.
- (TWO marks for the definition and TWO marks for the two examples)
(2 + 2) (4)
- [44]

QUESTION 2

- 2.1
- 2.1.1
- Mobile banking refers to the use of a smartphone or tablet instead of a desktop computer to conduct financial transactions, check the balance, and use other services.✓✓
 - Online banking is any banking transaction that you can carry out on the internet and is generally done on the bank's official website under a private account via desktop or laptop computer.✓✓
- (2 × 2) (4)
- 2.1.2
- Funds transfer between accounts✓
 - Balance check✓
 - Statement view/Transaction history check✓
 - Payments to shops✓
 - Deposit to other people's or business accounts✓

- Prepaid purchases (airtime/data/electricity)
 - Open and close accounts
 - Withdrawal of funds without using bank cards at ATMs
(Any 5 × 1) (5)
- 2.1.3
- Credit card number✓
 - Expiry date✓
 - CVV (Last 3 or 4 digits at the back of your card)✓
 - Name of the cardholder as it appears on the card✓ (4)
- 2.2
- 2.2.1 Insurer✓✓
- 2.2.2 Travel insurance✓✓
- 2.2.3 Excess✓✓
- 2.2.4 Uberrima fides✓✓
- 2.2.5 Curtailment✓✓
- 2.2.6 Claim✓✓
- (6 × 2) (12)
- 2.3
- Productivity in the office will drop✓
 - A lot of time will be lost✓
 - There will be confusion in the office✓
 - The entire office will look disorganised✓
 - It will result in lower productivity✓
 - Staff will be frustrated✓ (Any 5 × 1) (5)
- 2.4
- 2.4.1 Carrier identification plate✓✓ (2)
- 2.4.2 Airlines (1)
- 2.4.3 Airline name✓ (½): Pan Am Airline ✓ (½)
IATA number✓ (½): 026 ✓ (½) (2)
- 2.4.4 Agents' validator plate/Ticket imprinter✓ (1)
- 2.5
- GDS combines different CRSs to compare prices✓✓ and availability and make bookings. This means a travel agent gets to check availability and compare prices without going through different CRSs individually. (2)
- CRSs are designed to manage bookings for a specific hotel/airline✓✓ without giving access to other CRSs of other hotels/airlines. A client can therefore log onto the hotel/airline's CRS and make a booking. (2)
- 2.6
- EMD is used for any transactions between an airline and a passenger other than a normal booking.✓✓
 - It is issued for reasons such as excess baggage, change of flights, change of class, seat reservation, etc. (Any 1 × 2) (2)

[42]

QUESTION 3

- 3.1.1 Confidential information is a set of rules which places restrictions on the disclosure of certain types of information✓✓ OR is secret or private information that a client will share with a travel consultant to complete a booking.✓✓
(1 × 2) (2)
- 3.1.2 The Protection of Personal Information Act✓✓ (2)
- 3.1.3 Senior travel consultants✓ and intermediate consultants✓ (2)
- 3.1.4 Senior consultants are mainly responsible for international trips.✓ The intermediate consultants also handle some of the international trips contrary to junior consultants who deal only with domestic travel bookings.✓ (4)
- 3.1.5 Outbound tour operator✓✓ (2)
- 3.1.6 Because outbound tour operator makes bookings for tourists departing/leaving South Africa to other countries (2)
- 3.1.7
- Names and ID numbers✓
 - Gender and ethnic/racial origin of a client✓
 - Client's visa, passport, and identification documents✓
 - Client's contact details and addresses✓
 - Bank details
 - Credit card information
 - Medical history
 - Travel history and records (itineraries)
 - Criminal record
 - Membership in organisations
 - Education information
 - Religious and philosophical beliefs
- (Any 5 × 1) (5)
- 3.1.8
- Loss their clients' trust✓
 - See their clients take their business to a competitor✓
 - Loss of money✓
 - The tour operating company will not function properly if money and property are stolen✓
 - They will have less productive staff as they might be demotivated and scared✓
- (Any 5 × 1) (5)

TOTAL SECTION A: **[24]**
110

SECTION B

QUESTION 4

- 4.1
- | | |
|-------|--------|
| 4.1.1 | False✓ |
| 4.1.2 | True✓ |
| 4.1.3 | False✓ |
| 4.1.4 | True✓ |
| 4.1.5 | True✓ |

(5 × 1) (5)

4.2 Sales era

- Marketers and managers realised that having products was not enough✓
- Needed to make a special effort to promote and sell products✓
- Stock piled up at the warehouses✓
- Competition between products increased✓
- Advertising was introduced✓
- Aggressive selling methods were used
- The more you sell, the more profit you make
- Sold products in person (door-to-door)

(Any 5 × 1) (5)

Production era

- The aim was to produce inexpensive products that were widely available✓
- Businesses focussed on themselves and not customers' needs✓
- Solving production problems was the main concern✓
- Marketers thought people would buy products just because they were available
- Customers were largely poor in that era
- Customers did not buy all the products
- Stock began to pile up and marketers were not able to sell it all (Any 5 × 1)

(5)

4.3

EXPERIENCED TRAVELLER	FIRST TIME TRAVELLER
More demands will be made✓	Easily influenced✓
Prefer organising own tour, don't like travelling in a group✓	Insecure, would prefer travelling in a group with a leader✓
They compare their different travel experiences✓	Basic needs must be satisfied first✓
Complains easily if something is not right	Prefer all-inclusive tours to not worry about anything whilst travelling✓
Not easily satisfied✓	They are still impressed with small things✓
(Any relevant 4 answers)	(Any relevant 4 answers)

(4 + 4) (8) +1 mark for table format (9)

- 4.4
- Online booking has been a disadvantage✓ to the retail travel agencies.
 - Online bookings have taken away jobs from travel agents,✓✓ and those who are used to it don't even consider the services of travel agents at all. The work normally done by travel agents for a commission is done by travellers✓✓ in the comfort of their homes, anytime, anywhere.
 - As the saying goes, when doing bookings online, you are cutting the middleman and book directly. This means online bookings are taking travel agents out of the market.✓✓
- (7)
- 4.5
- Sierra✓
 - Kilo✓
 - Yankee✓
 - Papa✓
 - Echo✓
- (5 × 1) (5)
- [36]

QUESTION 5

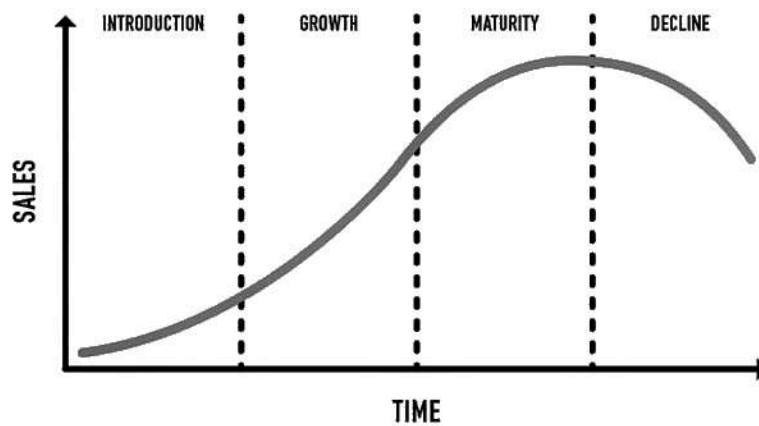
- 5.1
- 5.1.1
- Facebook
 - YouTube
 - Twitter
 - Instagram
 - Facebook
- (Any relevant 3 × 1) (3)
- 5.1.2
- A tourism company creates a fan page (Facebook page)✓ that allows and provides for engaging, deeper and more meaningful connections with your potential clients.✓
 - To engage followers, the company can share practical tips,✓ videos,✓ and beautiful pictures.✓
 - Inform, entertain, and offer prizes.✓
 - Be consistent to keep yourself in the news feed of your target customers.✓
 - The company must also keep in touch with customers by responding to all their comments✓ and questions.✓
 - If you want to improve your reach, you'd need to try Facebook advertising.✓
- (Any 2 × 3) (6)
- 5.1.3
- Open the website that you want to use.✓
 - Fill out requested dates✓ and location.
 - View options.✓
 - Choose the type of room.✓
 - Secure the booking by filling out your details.✓
 - Make a payment (deposit or full amount).✓
- (Any 5 × 1) (5)

- 5.2 5.2.1 Personal selling is also known as face-to-face selling✓ in which one person is the salesperson (travel agent).✓ It is a promotional method by which the salesperson uses his or her skills and abilities✓ to persuade a customer to buy a particular product.✓ The salesperson (travel agent) tries to highlight various features of the product to convince the customer that it will only add value.✓ However, getting a customer to buy a product is not always the motive behind personal selling. Often companies try to follow this approach with customers to make them aware of a new product.✓ (4)
- 5.2.2
 - Gaining general knowledge by reading✓✓
 - Reading daily newspapers✓✓
 - Own a good atlas✓✓
 - Use brochures and travel guides from various carriers✓✓
 - Rent videos and watch travel programmes on TV✓✓
 - Visit destinations to be informed✓✓
 - Talk to fellow agents✓✓ (Any 5 × 2) (10)
- 5.3 5.3.1 Step 2:
Pre-approach/Locating and identifying the 'buyer'✓✓ (2)
- 5.3.2 Step 5:
Overcoming objections/Answering questions and objections (2)
- 5.3.3 Step 1: Adequate pre-sale preparation
Make sure that you are fully prepared.✓ The salesperson must know the products✓ the company sells, and the company itself✓ should know how to apply sales techniques.
- Step 6: Closing the sale
In the closing stage, you get the green light from the client to move forward.✓ An attempt to get a commitment from the buyer,✓ usually something in writing like a contract,✓ is recommended. Something to show that the client will pay for✓ or reserve the offer.✓ The salesperson highlights the benefits of the product and tries to get a deposit from the client.✓
- Step 7: Follow up
The buyer is contacted after the sale has been made✓ and the product/service has been used/experienced✓ to ensure positive word of mouth from the client.✓ Following up may result in a long-term relationship with the client,✓ not only for potential repeat business but for referrals as well.✓ (3 × 3) (9)

- 5.4 5.4.1 D✓
 5.4.2 C✓
 5.4.3 B✓
 5.4.4 A✓
 5.4.5 D✓
 5.4.6 B✓

(6 × 1) (6)

- 5.5. ONE mark for drawing the graph.
 SIX marks for labelling.



(7)
[54]

TOTAL SECTION B: 90
GRAND TOTAL: 200