



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

**TOURISM OPERATIONS
NQF LEVEL 3**

(11011073)

**27 November 2023 (X-paper)
09:00–12:00**

This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE (VOCATIONAL)
TOURISM OPERATIONS
NQF LEVEL 3
TIME: 3 HOURS
MARKS: 180

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
 2. Read all the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. Start each question on a new page.
 5. Use only a blue or black pen.
 6. Write neatly and legibly.
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QUESTION 1

Read the scenario below and answer the questions that follow.



Benny is a tour guide (tourist guide) who provides assistance and information on cultural, historical and contemporary heritage to people on organised sightseeing tours. He also provides assistance to individual clients at educational establishments, religious and historical sites such as, museums, and at various tourist attraction venues. Benny also takes clients on outdoor guided trips such as hiking, fishing, biking, white-water rafting, mountaineering, alpine climbing, rock climbing, skiing, and snowboarding in the countryside. The COVID-19 pandemic has opened great doors of opportunities for Benny to explore the unknown and has helped him realise that what he creates and posts on social media may actually help market his services to friends and neighbours and give him insight into what people need and want.

- 1.1 What role will Benny, as a tourism entrepreneur, play in social development? Briefly explain FIVE roles or ways the entrepreneur can contribute to empower people in a community.

(5 × 2) (10)

- 1.2 Benny will need to market his business and the services that he offers.

What are the main reasons why Benny needs to market his business or services? Name FIVE reasons.

(5)

- 1.3 Name FIVE different types of insurance an SMME may need in order to suit their need and protect the company from financial losses.

(5)

- 1.4 Describe to Benny what a SWOT analysis involves.

(4 × 2) (8)

- 1.5 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–G) next to the question number (1.5.1 – 1.5.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.5.1	Business invests in society through activities such as sponsorships, donations and training	A	social responsibility
1.5.2	Ensure broader participation by black people in the community.	B	marketing culture
1.5.3	The breaking up of the market into smaller groups that share similar characteristics	C	production
1.5.4	The second stage of the production life cycle.	D	growth
1.5.5	An attitude of always ensuring that the business is promoted through different types of marketing	E	segmentation
		F	BEE
		G	marketing

(5 × 1)

(5)

- 1.6 Name any FIVE roles that team members play in a team when they are assigned to a task.

(5)

- 1.7 Benny has decided that he would like to apply for a loan at a commercial bank. He needs to compile a business plan and asks for your help. You explain to Benny that there are basic elements that need to be included in a business plan.

Give TWO elements that need to be included in a business plan under each of the following headings:

1.7.1 Summary

1.7.2 Description of business

1.7.3 Marketing plan

1.7.4 Financial plan

1.7.5 Conclusion

(5 × 2)

(10)

- 1.8 Define the concept *borrowed financing*.

(2)

[50]

QUESTION 2

- | | | | |
|-------|---|---------|-------------|
| 2.1 | Briefly explain the FOUR elements of the marketing mix. | (4 × 2) | (8) |
| 2.2 | What are the benefits of instilling a marketing culture within a tourism business? Name FIVE benefits. | | (5) |
| 2.3 | Write out the following acronyms: | | |
| 2.3.1 | COID | | |
| 2.3.2 | SDL | | |
| 2.3.3 | VAT | (3 × 1) | (3) |
| 2.4 | Explain what are the FOUR stages in team development when working towards a goal within a tourism business? | (4 × 2) | (8) |
| 2.5 | Define the following types of expenses within a tourism business. | | |
| 2.5.1 | Variable expenses | | (2) |
| 2.5.2 | Fixed expenses | | (2) |
| 2.6 | 2.6.1 Provide ONE example for the expense stated in question 2.5.1. | | (1) |
| | 2.6.2 Provide ONE example for the expense stated in question 2.5.2. | | (1) |
| | | | [30] |

QUESTION 3

- | | | |
|-------|--|--|
| 3.1 | Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (3.1.1–3.1.10) in the ANSWER BOOK. | |
| 3.1.1 | Orientation is the act of determining where one stands in relation to others in terms of choosing a particular focus for marketing. | |
| 3.1.2 | Focus groups are a group of people who come together and answer questions about products and give their opinions on products and advertising. | |
| 3.1.3 | The decline stage of the product life ensures that more and more people know about the product and use it. | |
| 3.1.4 | One of the roles of marketing communication is to promote the image of the company. | |

- 3.1.5 Having a marketing culture will ensure that the company will stay competitive.
- 3.1.6 Marketing is a paid form of communication that informs customers about products or services offered by a specific company.
- 3.1.7 An objective of marketing can be to inform customers of known products that have launched.
- 3.1.8 The internet is a good marketing tool to use if you would like people from all over the world to visit your luxurious guesthouse.
- 3.1.9 A promotion plan is the way in which you are going to advertise your new business.
- 3.1.10 The stages in team development in sequence are norming, forming, storming and performing.

(10 x 1)

(10)

3.2 Examine the image below and answer the questions that follow.



- 3.2.1 Name the AIDA principles of marketing as applied in the above advertisement. (4 x 1) (4)

3.3 Various entrepreneurial opportunities exist within the Tourism Industry. List EIGHT entrepreneurial opportunities within the tourism industry. (8)

3.4 Contracts play an important role in the business world. (4)

3.4.1 Define the concept *contract*. (3)

3.4.2 List THREE types of contract. (3)

3.5 Explain THREE eras with examples how marketing attitudes have evolved (changed) over the past decade.

Give an example of each era to substantiate your answer. (3 x 3) (9)

- 3.6 One of the objectives of integrated marketing communication is to inform tourists about your product. What are the other TWO objectives? (2)
- 3.7 Name FIVE positive characteristics of an entrepreneur in the tourism industry. (5)
- 3.8 Which FOUR other functions can be found in a tourism office in addition to marketing, to achieve company objectives and goals. (4)
- 3.9 UIF gives short term relief to workers when they become unemployed or unable to work because of maternity, adoption and illness. It also provides relief to the dependants of a deceased contributor. 
- Name TWO entities that should each contribute and pay a percentage to guarantee UIF benefits for employees. (2)
- [50]**

QUESTION 4

- 4.1  *SW Airline* markets the business using combinations of different techniques or tools.
- Briefly explain the following integrated marketing communication techniques or tools used by *SW Airline* to promote their products or services:
- 4.1.1 Print media
- 4.1.2 Radio and television 
- 4.1.3 Electronic media (3 × 2) (6)
- 4.2 What is *sales promotion*? (2)
- 4.3 Explain the following risks that entrepreneurs face in the tourism industry:
- 4.3.1 Seasonality of the tourism market
- 4.3.2 The possibility of failure
-  4.3.3 The fluctuation of the rand (3 × 2) (6)
- 4.4 Identify the SEVEN steps used in integrated marketing communication. (7)
- 4.5 Explain what the ATR model can be used for in marketing communication. (3)
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4.6 Explain the following concepts in context of the tourism industry:

4.6.1 Profit orientation



4.6.2 Marketing or consumer orientation

4.6.3 System orientation

(3 × 2)

(6)
[30]

QUESTION 5

Choose a word or words from the list below to match the description in the sentences. Write only the answer next to the question number (5.1–5.10) in the ANSWER BOOK.

Niche, organogram, projected turnover, flaws, maintenance costs, bridging capital, consumer panel, market survey, demographic, target market



5.1 Refers to the characteristics of the population.

5.2 Conducting research by asking questions from potential customers.

5.3 A place or position in the marketplace.

5.4 A diagram showing the relationship between all the positions of people working in an organisation.

5.5 What profits you expect to make when you run your business.

5.6 Mistakes, faults or errors.

5.7 What you have to pay to keep the equipment and buildings you use in good condition.

5.8 Money you need to keep you going before you start making a profit.

5.9 A representative group of customers whose opinion are asked about a particular product or service.

5.10 Consumers who have similar needs and tastes.

(10 × 2)

[20]



TOTAL:

180