higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE (VOCATIONAL)

## SCIENCE OF TOURISM
## NQF LEVEL 2

## 12 November 2024

**This marking guideline consists of 7 pages.**

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## QUESTION 1

1.1

| | | |
|---|---|---|
| 1.1.1 | D | |
| 1.1.2 | C | |
| 1.1.3 | D | |
| 1.1.4 | B | |
| 1.1.5 | B | |
| 1.1.6 | B | |
| 1.1.7 | A | |
| 1.1.8 | C | |
| 1.1.9 | D | |
| 1.1.10 | C | |
| | | (10 × 1) (10) |

1.2

| | | |
|---|---|---|
| 1.2.1 | E✓✓ | |
| 1.2.2 | G✓✓ | |
| 1.2.3 | H✓✓ | |
| 1.2.4 | C✓✓ | |
| 1.2.5 | D✓✓ | |
| | | (5 × 2) (10) |

1.3

- Various forms of pollution
- Soil erosion
- Signposting
- Vandalism
- Erection of high-rise buildings
- Wear and tear to buildings (Any 5 × 1) (5)

1.4

- To visit family and friends
- To go on holiday
- To attend business meetings, seminars, congresses and conferences
- To study
- For religious or cultural reasons
- For health reasons
- For a combination of above (Any 5 × 1) (5)

**[30]**

**QUESTION 2**

2.1 2.1.1 Chef/Kitchen position (1)

2.1.2 Culinary School Diploma✓✓ (2)

2.1.3
- Newspapers
- Department of Labour
- Employment agencies
- Friends and relatives
- Vacancy boards
- Career information centre
- Government departments
- Internet (Any 3 × 1) (3)

2.1.4
- Internet
- https://www.buffelsdrift.com/ (2)

2.1.5
- Food plating
- Advanced knowledge of culinary techniques
- Leadership skills
- Ability to remain calm and undertake various tasks simultaneously
- Excellent time management abilities
- Up-to-date knowledge of cooking techniques and recipes
- Familiarity with sanitation regulations (Any 4 × 1) (4)

2.2 2.2.1 national role-player✓✓ (2)

2.2.2
- Achieving an increase in international visitor arrivals
- Increasing export earnings by “selling” South Africa overseas
- Providing help to provinces in marketing themselves
- Spreading tourist visitors over the whole of South Africa
- Promoting a national tourism culture and environmental awareness
- Developing and promoting a unique African experience
- Offering the visitor a quality experience
- Working closely with other role-players in the tourism industry
- Promoting the whole of Southern Africa as a tourist hub
- Coordinating tourist information, research and statistics for the industry nationally (Any 3 × 1) (3)

2.3
- Site guide – a guide that works at a particular site✓✓
- Regional guide – a guide that works in a specific region or province✓✓
- National guide – a guide that works throughout South Africa✓✓ (3 × 2) (6)

2.4 2.4.1 Tourism, Hospitality and Sports Education and Training Authority
2.4.2 Association of Southern African Travel Agents
(2 × 1) (2)

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2.5
- Less poverty in the province (creation of jobs)
- More hospitals and better schools in the province
- Bridging misunderstanding between different cultures
- Promoting a way of life unique to certain people and areas
- Accepting and respecting each other's language, culture and traditions in communities (5 × 1) (5)

**[30]**

**QUESTION 3**

3.1
3.1.1 socio-cultural✓✓
3.1.2 natural✓✓
3.1.3 human-made✓✓
3.1.4 natural✓✓
3.1.5 socio-cultural✓✓
(5 × 2) (10)

3.2 3.2.1
- Accommodation
- Transport
- Services (3)

3.2.2
- Accommodation – four-star Blue Waters Hotel
- Transport – SAA flights
- Services – Day tours by Travel & Tour World (3)

3.3
3.3.1 Qunu✓✓
3.3.2 Matjiesfontein✓✓
3.3.3 Lake Sibaya✓✓
3.3.4 Juma Mosque✓✓
3.3.5 Gold Reef City✓✓
(5 × 2) (10)

3.4
- Brochures
- Travel guides or books
- Magazines
- Newspapers
- Flyers
- Travel industry manuals (Any 4 × 1) (4)

**[30]**

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## QUESTION 4

4.1 Heritage refers to all things that have been left to us by past generations✓ and which form part of who we are.✓ (2)

4.2 United Nations Education, Scientific and Cultural Organisation (1)

4.3
- Robben Island
- iSimangaliso Wetland Park
- Cradle of Humankind
- Mapungubwe
- uKhalamba-Drakensberg Park
- Cape Floral Region
- Richtersveld Cultural and Botanical Landscape (Any 4 × 1) (4)

4.4 A level of tourism activity that can be done repeatedly over a long time, because it has benefits for the social, economic, natural and cultural environment of the area in which it takes place.✓✓

OR

Tourism activity that benefit all the different people involved in the tourism experience, without negatively affecting social, economic, natural or cultural environments.

OR

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of the visitor, the industry, the environment and host community.

(Any relevant answer) (Any 1 × 2) (2)

4.5
- To develop a proactive approach by all the role-players in the tourism industry, to ensure it is managed in a responsible manner.✓✓
- To develop environment-based tourism activities, such as game viewing, and ensuring it is managed in a sustainable manner.✓✓
- To ensure that government and businesses develop economic links with local communities in a tourism area.✓✓
- To ensure local communities are actively involved in the tourism industry and that a safe environment is provided for visitors.
- To protect local cultures from being over-exploited and becoming too commercialised.
- To ensure that both employers and employees in the tourism industry are accountable to each other and the tourist.
- To ensure that tourists observe the norms and practices of South Africa with respect to the environment and cultures of South Africa. (Any 3 × 2) (6)

4.6 4.6.1
- Maintenance department
- Housekeeping department
- Front of house department
- Food and beverage department (Any 3 × 1) (3)

4.6.2
- Crime
- Violence, such as riots or armed robberies
- Problems in neighbouring countries
- International political conditions
- Service reputations
- Value of the rand
- Natural disasters
- Weather conditions (Any 5 × 1) (5)

4.6.3
- Improved service to guests
- Increased turnover through promotion of service products to meet customer needs
- Overall professionalism (3 × 1) (3)

4.6.4
- Memos
- Arrival and departure lists
- Guests lists
- Departmental notifications
- Function/tour list/ten-day forecast
- Call/papers/early morning tea (Any 4 × 1) (4)

**[30]**

**QUESTION 5**

5.1
- Launch phase (introduction phase) ✓
  The product is newly introduced into the market.✓
- Growth phase✓
  Product becomes more popular and exploited by other suppliers.✓
- Maturity✓
  The product loses its uniqueness.✓
- Saturation✓
  Increase in competitors from the maturity phase; new interest must be created to attract an increase in sales.✓
- Decline/Termination✓
  Decline in sales and interest in the product. Business needs to either invest in expansion or discontinue product.✓ (5 × 2) (10)

5.2
5.2.1 public support services✓✓
5.2.2 public support services✓✓
5.2.3 private support services✓✓
(3 × 2) (6)

5.3
5.3.1 D
5.3.2 A
5.3.3 E
5.3.4 G
5.3.5 B
(5 × 1) (5)

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5.4
- Suggest possible places to visit.
- Suggest different activities to do in those specific places.
- Identify types of suitable transport and accommodation to suit the budget of the tourist.
- Provide information about specific places.
- Suggest alternative scenarios they might like to experience. (5 × 1) (5)

5.5
- Tourists behaving badly
- Crime and tourism
- Loss of dignity
- Mass production of souvenirs
- Loss of cultural pride (Any 4 × 1) (4)

**[30]**

**TOTAL: 150**

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