higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 3

13 November 2024

This marking guideline consists of 10 pages.

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QUESTION 1

1.1
1.1.1 False
1.1.2 True
1.1.3 True
1.1.4 False
1.1.5 True
1.1.6 False
1.1.7 True
1.1.8 True
1.1.9 False
1.1.10 False

(10 × 1) (10)

1.2 1.2.1 (a) Fax machine
(b) Laptop (2)

1.2.2 Fax machine:
- Sending and receiving documents ─ for signed documents or those that require a physical signature✓
- Transmitting confidential information ─ this makes the information less susceptible to hacking or interception.✓
- Confirming transactions ─ to confirm orders, deliveries, and other transactions between their partners or clients

Laptop:
- To monitor and streamline reservations✓
- To display products and services offered by various tourism providers✓
- To research, book and confirm travel online.
- To manage customer communications and inquiries efficiently

(Any 2 × 2) (4)

1.2.3
- E-mail
- Ticket printers
- Internet
- Zoom/Teams meetings
- Magnetic strip card used as a key (Any 4 × 1) (4)

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1.2.4

Advantages	Disadvantages
It enables people to book everything by themselves and access information easily.✓	There is an increased risk of cybercrime and hacking.✓
It can provide a safer, comfortable and enjoyable travel experience for tourists around the world.✓	Technology in the tourism industry has caused unemployment; many people lost their jobs to cut costs and through clients using the internet.✓
The use of new technologies often helps to make business operations more efficient by allowing staff to do their jobs in multiple ways at the same time, without wasting time and energy on repeating tasks that are performed.✓	Some clients are not familiar with many of the websites. This complicates potential customers' attempts to locate them and even to trust them enough to use them. ✓
GPS systems make it easier for people to find interesting places in their vicinity.✓	Technology can make everything more complicated for service providers. Because of these technological advances, many businesses have to update their systems and software frequently to stay competitive.✓
New technologies help tourism businesses to improve in different ways. This may lead to the creation of more jobs and provide more employment opportunities for local people.✓	Visitors are sometimes unfamiliar with the technology used in the destination they are visiting, for instance, using Android phones instead of iPhones.✓
Flexibility: finding deals or setting alarms to find the best flight and stay options is much easier, as is getting information about places to visit. And, if the need arises to change tickets and reschedule reservations, there is no need to go to the airline.	Privacy risks: by providing our personal information, such as identity numbers, credit card numbers, e-mail addresses, etc., we are also giving up certain rights to our privacy, allowing both the companies we make travel arrangements with and their allied companies to receive, store and use all our information.

(5 × 2) (10)

1.3 1.3.1 Cape Minstrel Carnival

1.3.2 Cape Town

1.3.3 National Arts Festival

1.3.4 Africa's largest and most colourful cultural event offers a choice of the very best of both indigenous and imported talent and includes all the arts, crafts, music and dance.

1.3.5 Phalaborwa

1.3.6 The event is a celebration of the marula fruit, which holds great cultural significance and has strong ties with African tradition.

1.3.7 National Cheese Festival

1.3.8 Bienne Donne

1.3.9 Kenilworth

1.3.10 South Africa's most prestigious horseracing event and the largest annual outdoor social event at the Kenilworth Racecourse in Cape Town. One of the great attractions is the spectacular fashion that is on parade during this event.

(10 × 1) (10)
[40]

QUESTION 2

2.1 2.1.1 A
2.1.2 B
2.1.3 D
2.1.4 A
2.1.5 D
2.1.6 B
2.1.7 C
2.1.8 D
2.1.9 B
2.1.10 D

(10 × 1) (10)

2.2 2.2.1 More than 4 million tourist arrivals (1)

2.2.2 Through various tourism marketing strategies, South Africa continues to invite travellers worldwide to explore our diverse landscapes, rich cultural heritage, unique wildlife and wide-open spaces. (2)

2.2.3
- It can lead to an increase in foreign exchange earnings as tourists spend money on accommodation, food, transport, and other goods and services.
- It can create employment opportunities for locals in various sectors such as hospitality, transportation, and retail.
- It can stimulate investment in infrastructure development, such as airports, roads, and hotels.
- It provides economic opportunities for women and youth and supports the development of SMMEs through enterprise development. It leads to an increase in demand for local products such as food, souvenirs, and handicrafts.
- Improved brand image: A positive experience by tourists visiting South Africa can lead to positive word-of-mouth promotion of the country as a tourist destination. This can help improve the country's brand image and attract more tourists to South Africa.

(5 × 2) (10)

2.2.4
- A country whose economy grows will have more people with money – they can spend more.
- New businesses will open.
- Infrastructure will improve.
- Currency is strong. (Any 2 × 1) (2)

2.2.5
- The overall number of travellers (arrivals and departures) decreased between 2019 and 2020.
- Tourism businesses were negatively affected by the pandemic; many guests cancelled their bookings.
- Tourists avoided modes of transport that involved higher perceived risks and exposure to other tourists – most notably cruise ships, air travel, as well as certain public bus and rail transport.
- Accommodation establishments were not operating, attractions were shut down, and airlines ceased operations. Many businesses did not survive the shutdown.
- Many people working in the tourism sector lost their jobs.

(5 × 2) (10)

2.2.6
A Political situation
B Mega sporting event
C Unforeseen occurrences/political situation
D Mega sporting event
E Unforeseen occurrence (5)

QUESTION 3

3.1 3.1.1 E
3.1.2 D
3.1.3 F
3.1.4 A
3.1.5 B
3.1.6 I
3.1.7 G
3.1.8 J
3.1.9 H
3.1.10 L

(10 × 1) (10)

3.2 3.2.1 UNESCO
3.2.2 Limpopo
3.2.3 Meteorite
3.2.4 Richtersveld Cultural Landscape
3.2.5 Political prison

(5 × 1) (5)

3.1 3.1.1 Valid driver's licence✓; ID✓ (2)

3.3.2 A SCDW – super collision damage waiver
The purchase of SCDW will cover the full excess amount, provided the client has not breached the conditions applicable.

B STLW – super theft loss waiver
This will cover 100% of the excess amount payable.

C PAI – personal accident insurance
This insurance covers death, injury or permanent disability to a maximum amount stipulated in the rental agreement.

(3 × 2) (6)

3.3.3 An excess is an agreed amount of money that the client is liable to pay in the event of a car insurance claim being settled; amount that you pay yourself when you make an insurance claim. (2)

3.3.4 (a) 0.05g/100 ml blood 0,005% (2)

(b)
- On national roads, the speed limit is 120 km per hour, unless otherwise stated.
- On secondary roads, it is normally 80 km per hour.
- In built-up areas, it is 60 km per hour.
- There are places where a limit of 40 km per hour or less applies, e.g., national parks.
- Speed limits as indicated where road works are in progress

(Any 3 × 1) (3)

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3.4
- Be aware of your surroundings: Stay alert and vigilant when you are in unfamiliar areas. ✓
- Avoid driving late at night or early in the morning when the roads are quiet. ✓
- Drive in the centre lane, away from pedestrians where possible. If possible, never drive alone. ✓
- Never, ever pick up hitchhikers or strangers. ✓
- Check rear-view mirror to ensure you are not being followed. ✓
- When exiting your vehicle, be cautious and aware of surroundings – obstructions and shrubbery that may be concealing a hijacker.
- Never sit in your parked vehicle without being conscious of your surroundings. Sleeping in a stationary vehicle is particularly dangerous. (Any 5 × 2) (10)

[40]

QUESTION 4

4.1 4.1.1 A sole trader is a type of business that is owned and operated by a single person without any legal distinction between the owner and the business. This individual sole trader is responsible for all aspects of the business, including making decisions, managing finances, and assuming liability for any debts or legal issues. (2)

4.1.2
- Easy and cost-effective to set up
- Simple business structure that is easy to manage
- Business owner remains in control.
- Business owner is entitled to all profits.
- Complete ownership, control and management of the business
- No sharing of profits (although so is any debt)
- Complete control and greater flexibility
- Low registration and start-up costs (Any 5 × 2) (10)

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4.1.3

Point of difference	Sole trader	Partnership
No. of members	It is totally one person's business.✓	There should be at least two members. Maximum number of members is 20.✓
Legal formalities	No legal formalities have to be followed for starting the business. ✓	Few legal formalities to be followed for starting the business✓
Agreement	It does not require any agreement as there is only one member. ✓	Agreement or deed, either in writing or oral, is necessary.✓
Capital	Supply of capital is limited.✓	More capital can be secured.✓
Decision	There is no delay in making decisions.✓	There might be delay in taking decisions due to difference of opinion among partners.✓
Distribution of profit	Profit or loss belongs to the single owner.✓	Profit or loss is divided among the partners.✓

(10)

4.2 (a) The Basic Conditions of Employment Act (BCEA) is a South African law that regulates the minimum terms and conditions of employment for all employees in the country. The BCEA stipulates the maximum number of hours an employee can work per week, ensuring a healthy work-life balance. Moreover, it outlines the conditions under which overtime can be required and mandates appropriate compensation for those extra hours.

(b) The Employment Equity Act is a South African law that aims to promote equity in the workplace and provide equal opportunities for all employees, regardless of their race, gender, or disability status. The act requires employers to take proactive measures to eliminate unfair discrimination and ensure that their workforce is representative of the country's demographics.

(c) Labour Relations Act is a law that governs labour relations in South Africa. It aims to give effect to section 27 of the Constitution, which guarantees the right to fair labour practices. It also regulates the organisational rights of trade unions, collective bargaining, strikes, lockouts, and workplace forums. The act seeks to promote and facilitate labour peace and democracy in the workplace.

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(d) The Skills Development Act is a South African law that aims to improve the skills of the country's workforce by providing an institutional framework to devise and implement national, sector, and workplace strategies. The act also intends to integrate these strategies within the National Qualifications Framework. The act provides for learnerships that lead to recognised occupational qualifications, regulates employment services, and provides for matters connected therewith. The act also provides for the financing of skills development by means of a levy-grant scheme and a National Skills Fund.

4.3
- Blyde River Canyon
- Sudwala Caves
- Echo Caves
- Bourke's Luck Potholes
- Sabie Waterfalls Route: This route offers scenic views of several waterfalls, including Horseshoe Falls, Lone Creek Falls, Bridal Veil Falls, Mac Mac
- Falls, and Berlin Falls. (5)

[40]

QUESTION 5

5.1 5.1.1 Local currency is the currency most commonly used within a country. This is usually the national currency. Thus in South Africa, the local currency is the South African rand (ZAR).

5.1.2 A foreign currency is a currency used by a foreign country as its recognised form of monetary exchange. It is the only form of exchange that the applicable government allows to be used for buying and selling within its borders.

5.1.3 An exchange rate is the value of one currency in terms of another currency. It is the rate✓✓ at which one currency can be exchanged for another currency.

(3 × 2) (6)

5.2 The United States dollar – USD (1)

5.3
- Banks/Commercial banks
- Travel agents
- Major hotels and cruise ships
- Foreign exchange kiosks at airports
- Bureaux de Change
- Foreign exchange dealers (Any 4 × 1) (4)

5.4.1 Inflation refers to the general increase in the price of services and goods in a country. This increase in prices will then cause consumers to have less purchasing power, as their money will not be able to buy as much as it could before.✓
Examples of inflation include:
- Rising prices of goods and services✓
- Increasing cost of raw materials

5.4.2 The increase in prices causes a surge in travel-related costs, while the purchasing power of tourists declines.✓
The increase in prices of travel will cause many tourists to shorten their trips,✓ choose cheaper accommodations or destinations,✓ take fewer trips,✓ travel shorter distances or drive instead of flying. (4)

5.4.3
- Increase productivity of workers through skills training
- Mechanisation and electronics can increase productivity.
- Lower interest rates and company taxes
- Finding new revenue streams. This can include offering new products or services. (Any 3 × 2) (6)

5.4.4
- When interest rates increase, people who owe money on, for instance, houses and cars have less money to spend on other things.
- Travel is seen as a luxury (people don't really need it).
- People will go on holiday less often because they have less money to spend on luxuries.
- People who pay for their holidays with a credit card will have to pay higher interest rates to the banks. (Any 2 × 2) (4)

5.4.5
- Tourist income
- Petrol prices
- Inflation
- Level of employment
- Economic growth
- Productivity (Any 3 × 1) (3)

5.5

QUESTION		TOWN/CITY	PROVINCE
5.5.1	The Old Mutual Two Oceans Marathon	Cape Town✓	Western Cape✓
5.5.2	Knysna Oyster Festival	Knysna✓	Western Cape✓
5.5.3	East Rand Motor Show	Benoni✓	Gauteng✓
5.5.4	Standard Bank Joy of Jazz	Sandton Johannesburg✓	Gauteng✓
5.5.5	The Grahamstown National Arts Festival	Makhanda (Grahamstown)✓	Eastern Cape✓

(10)

TOTAL: 200

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