higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 2

16 November 2023

This marking guideline consists of 7 pages.

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QUESTION 1

1.1
1.1.1 C
1.1.2 A
1.1.3 A
1.1.4 D
1.1.5 A
1.1.6 D
1.1.7 B
1.1.8 B
1.1.9 B
1.1.10 C

(10 × 1) (10)

1.2 1.2.1 A tourist is one who travels for a period of 24 hours✓ or more in a country other than that in which he usually resides.✓ (2)

1.2.2
- Travel Agency
- Tourism centres
- Tourism Agencies
- Information Centres
- Kiosk
- Curio shops (Any 5 × 1) (5)

1.3 1.3.1
- Private sector – involves services and support systems provided by privately owned individuals or companies.
- Public sector – involves services and support systems provided by government-controlled facilities. (2)

1.3.2
(a) Public sector
(b) Private sector
(c) Public sector

(3 × 1) (3)

1.4
- Suggest possible places to visit.
- Suggest different activities to do in specific places.
- Identify types of suitable transport and accommodation to suit their budget.
- Provide information about specific places.
- Suggest alternative scenarios they might like to experience. (Any 2 × 1) (2)

1.5
1.5.1 Fire and Ice Hotel
1.5.2 Linda's B & B
1.5.3 FlySafair
1.5.4 Greyhound
1.5.5 Department of Home Affairs
1.5.6 Tourist Information Centre

(6 × 1) (6)

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QUESTION 2

2.1.1 Sustainable tourism is an approach to tourism that prioritises low environmental impact and social responsibility. (1 × 2) (2)

2.1.2 To ensure that there is positive✓ economic, social, cultural,✓ and environmental developments.✓ (3)

2.1.3
- Minimise impact on the environment.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide financial benefits and empowerment for local people. (Any 3 × 1) (3)

2.1.4
- Amakhala Game Reserve providing education to schools
- The Amakhala Volunteers programme
- The Amakhala Conservation Centre (3 × 1) (3)

2.1.5
- Develop a proactive approach by all role players in the tourism industry to market and manage the industry responsibly.
- Develop environmentally based tourism activities such as game viewing.
- Ensure that government and businesses develop economic links with local communities.
- Ensure that local communities are actively involved in the tourism industry.
- Protect local cultures from being over-exploited and becoming to commercialised.
- Ensure that both employers and employees in the tourism industry are responsible towards each other and tourists.
- To ensure tourists observe the norms and practices of South Africa with respect towards the environment and cultures of the country. (Any 3 × 2) (6)

2.2 2.2.1 Department of Environmental Affairs and Tourism (1 × 2) (2)

2.2.2
- To facilitate and implement tourism policies.
- To co-ordinate the tourism development plans and actions of all interested parties.
- To plan and make policies on national, regional and local levels to promote tourism.
- To regulate and monitor existing strategies and plans for tourism development.
- To develop the promotion of tourism, including all tourism destinations, communications, and major tourism projects.

(Any 3 × 2) (6)

2.6
2.6.1 D
2.6.2 F
2.6.3 A
2.6.4 B
2.6.5 G

(5 × 1) (5)

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QUESTION 3

3.1 3.1.1 Tour Guide (1)

3.1.2 internet
www.gov-jobs.co.za (1)

3.1.3
- Newspapers
- Department of labour
- Employment agencies
- Friends and relatives
- Vacancy boards
- Career information centres
- Government departments (Any 3 × 1) (3)

3.1.4
- Grade 12/NCV Level 4 Tourism
- Tourism qualification
- Tour Guiding Certificate accredited by SAQA
- First-Aid Certificate (Any 3 × 1) (3)

3.1.5
- TVET Colleges
- Universities
- University of Technology (3 × 1) (3)

3.1.6 South African Qualifications Authority (1)

3.2
- Give advice on destinations.
- Make arrangements for transportation, accommodation, car rental and recreation.
- Provide information on customs regulations, visa requirements, health requirements and foreign exchange.
- Assist with travel insurance.
- Consult resources for information on departures, arrivals and fares of airlines.
- Visit hotels, resorts, and restaurants to evaluate comfort, cleanliness, quality of food, and services.
- Do basic office admin, create client files. (Any 3 × 2) (6)

3.3 3.3.1 National Women's Memorial (1)

3.3.2 Human-made/Cultural (1)

3.3.3 Limpopo (1)

3.3.4 An ancient fortress,✓ burial place and royal graveyard containing human remains and gold artefacts, such as the gold rhino.✓ (2)

3.3.5 Mass tourist/Historical tourist (1)

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3.3.6 Gold Reef City (1)

3.3.7 Human-Made (1)

3.3.8 Western Cape (1)

3.3.9 World Heritage Site,✓ of importance for the apartheid's history of South Africa, many political activists, such as President Nelson Mandela were imprisoned here.✓ (2)

3.3.10 Historical tourist/Mass tourist (1)
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QUESTION 4

4.1 4.1.1 Bad service✓
People are standing in a queue waiting for the receptionist who is not at her desk.✓ (1 + 1) (2)

4.1.2 They will be very angry at her, and they will demand to speak to a manager as they have been waiting for a long time.
(Any relevant 1 × 1) (1)

4.1.3
- Give immediate and undivided attention to the customer.
- Never ignore complaints.
- Listen carefully to the customer.
- Use the correct tone of voice and volume.
- Know the staff members and departments, to relate the problem to the correct member.
- Use the guest's name were possible.
- Answer questions logically, briefly and clearly.
- Show empathy, stay positive and friendly.
- Apologise and show that you are taking immediate action.
- Do not make excuses, stick to the facts.
- Keep the customer informed and follow up on the complaint.
- Stay calm. (Any 4 × 1) (4)

4.1.4
- The customers will take their business elsewhere.
- The hotel will lose customers.
- The hotel will lose revenue and profit. (3 × 1) (3)

4.1.5 Front of house/Front desk (1)

4.1.6
- Accommodation services
- Food and drink services
- Food preparation and cooking (Any 2 × 1) (2)

4.1.7
- Customers become loyal to the business.
- Positive word of mouth.
- Sales will increase.
- The business will grow. (Any 3 × 1) (3)

4.2 4.2.1
- Excellent value for money.
- Safe and secure environment.
- Welcoming and friendly people to interact with.
- A natural wildlife experience.
- A destination that offers an experience. (5 × 1) (5)

4.2.2
- Which provinces would you like to visit?
- What are your interests?
- What type of transport would you like to make use of?
- What type of accommodation do you prefer?
- How long will your trip be?
- Do you want to travel in a group or on your own? (Any 5 × 1) (5)

4.2.3
- uKhahlamba Drakensberg Park
- iSimangaliso Wetland Park (2 × 1) (2)

4.2.4
- Robben Island
- Cape Floral Region (2 × 1) (2)

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QUESTION 5

5.1 5.1.1 Saturation (1 × 2) (2)

5.1.2 More competitors enter the market.✓ Thompsons are in the market for 40 years and have to create new interest✓ to attract customers. Focusing on new markets, by introducing a new destination, Vietnam.✓ (3 × 1) (3)

5.1.3
- Introduction
- Growth
- Decline
- Maturity (4 × 1) (4)

5.2 It refers to breaking the total consumer market into smaller groups, whose members share common characteristics relevant to the purchase or use of the product. (1 × 2) (2)

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5.3	5.3.1	Self-catering, camping		
	5.3.2	4/5-star hotels		
	5.3.3	Bus, coach		
	5.3.4	Flight, cruise	(4 × 1)	(4)
5.4	5.4.1	White Water rafting		
	5.4.2	DSTV Travel Channel		
	5.4.3	Moria		
	5.4.4	Montagu Spa		
	5.4.5	Robben Island	(5 × 1)	(5)
5.5	5.5.1	Domestic tourist		
	5.5.2	Inbound tourist		
	5.5.3	Outbound tourists		
	5.5.4	Domestic tourists	(4 × 1)	(4)

5.6 Nature Guiding✓
Beach guide// Forest guiding//open vehicle guiding✓ (Any relevant example)

Culture Guideing✓
story telling//township tours//museum tours✓ (Any relevant example)

Adventure Guiding✓
mountain biking// hiking// shark cave diving✓ (Any relevant example)

(3 × 2) (6)

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TOTAL: 150

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