higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 2

(11011042)

16 November 2023 (Y-paper)
13:00–16:00

This question paper consists of 11 pages and 1 addendum.

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
SCIENCE OF TOURISM
NQF LEVEL 2
TIME: 3 HOURS
MARKS: 150

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. Use only a black or blue pen.
5. Write neatly and legibly.

Copyright reserved

QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 This type of tourist travels to unusual places in the world, for example travelling to Antarctica.

A Individual mass tourist
B Excursionist
C Explorer
D Health tourist

1.1.2 Kulula.com is an example of a … airline.

A no-frills
B charter
C commercial
D international

1.1.3 Kgalagadi Transfrontier Park stretches over the borders of …

A Northern Cape and Botswana.
B Northern Cape and Namibia.
C Northwest and Botswana.
D Limpopo and Mozambique.

1.1.4 CAA stands for …

A Conference Association of Africa.
B Council Aviation Association.
C Camping Association of Africa.
D Civil Aviation Association.

1.1.5 The term used to determine the number of tourists that can be accommodated by the host community, environment, and economy, without impacting the host negatively, is referred to as …

A carrying capacity.
B host capacity.
C impact study.
D carrying impact.

1.1.6 Pilanesberg is an example of a/an …

A cultural attraction.
B entertainment.
C adventure attraction.
D natural attraction.

Copyright reserved

1.1.7 A negative economic impact of tourism is …

A forms of pollution.
B inflation of land values.
C wear and tear of buildings.
D income generator.

1.1.8 These operators specialise in compiling tour packages for tourists within the borders of South Africa, a/an … operator.

A outbound tour
B domestic tour
C inbound tour
D South African

1.1.9 Hazel's Homestays represents the … sector of the tourism industry.

A transport
B accommodation
C services
D support

1.1.10 Example of rail transport in South Africa is called …

A Translux.
B Eurail.
C Shosholoza Meyl.
D Via Rail.

(10 × 1) (10)

1.2 There are many reasons why people travel to South Africa. South Africa has a reputation as a destination that offers breath-taking holidays. It offers the tourist superb beaches, historic battlefields, a colourful culture, adventure activities, and so much more.

1.2.1 Give the definition of a *tourist.* (2)

1.2.2 List FIVE different types of tourist information services that a tourist may use to research about South Africa. (5)

1.3 Support services is one of the tourism sectors that the tourist might use while visiting South Africa. They are divided into private and public sectors.

1.3.1 Explain the difference between *private* and *public* sector. (2)

Copyright reserved

1.3.2 Classify the following support services as either public sector or private sector. Write only the answer next to the question number (a−c) in the ANSWER BOOK.

(a) OR Tambo International Airport
(b) AIG Travel Insurance Brokers
(c) Western Cape Tourism

(3 × 1) (3)

1.4 Make TWO suggestions to a junior consultant on how he can enhance the needs of a particular tourist. (2)

1.5 Classify the following tourism sectors as either accommodation, transport, or services. Write only the answer next to the correct number (1.5.1−1.5.6) in the ANSWER BOOK.

FlySafair; Department of Home Affairs; Fire and Ice Hotel; Tourist Information Centre; Greyhound; Linda's B & B

ACCOMMODATION	TRANSPORT	SERVICES
1.5.1 1.5.2	1.5.3 1.5.4	1.5.5 1.5.6

(6)
[30]

QUESTION 2

2.1 Refer to ADDENDUM A (attached) and answer the questions.

2.1.1 What is sustainable tourism according to the article? (1 × 2) (2)

2.1.2 Why is it important to practice sustainable tourism? (1 × 3) (3)

2.1.3 List THREE factors, according to the article, that a tourist can apply to support sustainable tourism. (3 × 1) (3)

2.1.4 What THREE initiatives, according to the article, are offered by Amakhala Reserve? (3 × 1) (3)

2.1.5 Government plays an important part in setting up legislation to support sustainable tourism.

Discuss THREE factors of responsible tourism according to the White Paper. (3 × 2) (6)

2.2 In South Africa there are two government organisations that are responsible for the regulation of the tourism industry, the one is DEAT.

2.2.1 What does DEAT stand for? (1 × 2) (2)

2.2.2 Discuss THREE key functions of DEAT. (3 × 2) (6)

Copyright reserved

2.3 Choose a function from COLUMN B that matches the organisation in COLUMN A. Write only the letter (A–G) next to the question number (2.3.1–2.3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.3.1	GHASA	A	to play an active role in the community of travel agents
2.3.2	ICAO	B	to enable foreign tourist offices to work together
2.3.3	ASATA	C	develop tourist facilities
2.3.4	ANTOS	D	represents members who are committed to provide quality and value-for-money accommodation for guesthouses
2.3.5	THETA	E	markets South Africa as a preferred tourist destination
		F	ensures the safe growth of international aviation
		G	develop skills of workers in the hospitality sector

(5 × 1) (5)

[30]

QUESTION 3

3.1 Study the following advertisement and answer the questions below:

Vacancy – Tour Guide
eThekwini Municipality

Apply now for this permanent position

Key responsibilities:
- Welcome guests
- Assist tourists to plan itineraries and take tourists on site tours
- Provision of information to tourists
- Assure safety of tourists
- Provision of general information as required by tourists

Essential requirements:
- Grade 12/NCV Level 4 Tourism
- Tourism qualification
- Tour Guiding Certificate accredited by SAQA
- First Aid Certificate

Special conditions:
- Required to travel extensively within the boundaries of the region

Remuneration:
R239 271 PA

CONTACT PERSON: THILO NAIDU
CONTACT NUMBER: 031 311 3714
CLOSING DATE: 2022/07/04

[Source: Adapted from www.gov-jobs.co.za]

3.1.1 Identify the post being advertised. (1)

3.1.2 Identify the source where this job was advertised. (1)

3.1.3 Name THREE other sources one can use to find a job in the tourism industry. (3)

3.1.4 Name THREE essential requirements that a person need to apply for this position. (3)

3.1.5 Name THREE institutions of higher learning where one can obtain a Tourism qualification. (3)

3.1.6 What does SAQA stand for? (1)

Copyright reserved

3.2 You were asked to attend a career expo at one of the local high schools. It is your responsibility to promote travel agents as a career opportunity in the tourism industry.

Compile a guideline with the heading 'A Day in a Travel Agent's life'. It must highlight the responsibilities of a travel agent. (3 × 2) (6)

3.3 Complete the table below. Write only the answer next to the question number (3.3.1–3.3.10) in the ANSWER BOOK.

ATTRACTION	**PROVINCE**	**TYPE OF ATTRACTION – cultural/natural/-human-made**	**DESCRIPTION**	**TYPE OF TOURIST**
3.3.1 … (1)	Free State	3.3.2 … (1)	Sandstone obelisk, commemorating women and children who died in concentration camps.	Mass tourist
Mapungubwe National Park	3.3.3 … (1)	Cultural	3.3.4 … (2)	3.3.5 … (1)
3.3.6 … (1)	Gauteng	3.3.7 … (1)	A reconstruction of Johannesburg during gold-rush era.	Historical
Robben Island	3.3.8 … (1)	Natural/cultural	3.3.9 (2)	3.3.10 … (1)

(12)
[30]

QUESTION 4

4.1 Refer to the picture below and answer the questions.



4.1.1 Do you think this hotel has a good or bad service? Motivate your answer. (1 + 1) (2)

4.1.2 When the receptionist eventually comes back, what do you think the reaction of these tourists will be? (1)

4.1.3 How is the receptionist supposed to behave in response to the tourists' reaction? (4 × 1) (4)

4.1.4 How would the hotel be affected by the service you mentioned in QUESTION 4.1.1? (3 × 1) (3)

4.1.5 What functional area of the hotel is depicted by this picture? (1)

4.1.6 Identify TWO other functional areas within this hotel. (2)

4.1.7 Discuss the importance of improving service standards in the tourism industry. (3 × 1) (3)

4.2 Mrs Bosch and her husband, a retired couple from Germany wish to visit World Heritage Sites in the Western Cape and KwaZulu Natal. They would also like to experience the cultural diversity of the Western Cape. They want to stay in hotels and make use of flights and car rentals. They are planning to spend 14 days in the country.

4.2.1 List FIVE possible factors which influenced this retired couple to visit South Africa. (5)

Copyright reserved

4.2.2 Compile FIVE questions you had to ask the couple to identify their needs. (5)

4.2.3 Suggest TWO World Heritage Sites the couple will visit in Kwa-Zulu Natal. (2)

4.2.4 Suggest TWO World Heritage Sites the couple will visit in the Western Cape. (2)

[30]

QUESTION 5

5.1 Study the advertisement below and answer the questions.

THOMPSONS HOLIDAYS	011 – 770 7676	40 YEARS EXPERIENCE

UPDATED PACKAGES…

NEW DESTINATION: DISCOVER VIETNAM 2022

www.thompsons.co.za
Your one-stop travel specialist

5.1.1 Identify the phase of the product life cycle in which Thompsons Holidays is. (1 × 2) (2)

5.1.2 Explain this phase in detail by referring to the advert. (3 × 1) (3)

5.1.3 Mention the other FOUR phases of the product life cycle. (4)

5.2 To satisfy the needs of the tourists, tourism providers must apply market segmentation. Market segmentation helps you qualify customers of your product or service and serve them with more personalised marketing campaigns that speak to their unique needs.

What is market segmentation? (1 × 2) (2)

5.3 Compare the following needs of a big budget and small budget tourist.

5.3.1 Suggest a suitable type of accommodation for a small budget tourist.

5.3.2 Suggest a suitable type of accommodation for a big budget tourist.

5.3.3 Suggest a suitable type of transport for a small budget tourist.

5.3.4 Suggest a suitable type of transport for a big budget tourist. (4 × 1) (4)

Copyright reserved

5.4 Match the types of tourists, with the most suitable attraction or activity from the list provided. Write only the answer next to the correct number (5.4.1−5.4.5) in the ANSWER BOOK.

Montagu Spa; Robben Island; DSTV Travel Channel; White Water rafting; Moria; Bo-Kaap; Winelands

5.4.1 Adventure tourist

5.4.2 Armchair tourist

5.4.3 Religious tourist

5.4.4 Medical tourist

5.4.5 Historical tourist

(5 × 1) (5)

5.5 Classify the following tourists as either *domestic, inbound*, or *outbound* tourists.

5.5.1 Mr van Niekerk, a South African citizen is travelling from Bloemfontein to the Northern Cape to visit the Augrabies Falls.

5.5.2 A businessman travelling from Brazil to Cape Town to attend a conference at the ICC.

5.5.3 A retired couple travelling from George to Canada to visit family.

5.5.4 Mr and Mrs Smith, a couple from Johannesburg travelling to Durban for their 20th anniversary. (4 × 1) (4)

5.6 Thabo is thinking of following a career in tour guiding.

Advise him on the THREE types of guiding and provide an example of each.

(3 × 2) (6)

[30]

TOTAL: 150

Copyright reserved

ADDENDUM A
QUESTION 2

SUSTAINABLE TOURISM – SOUTH AFRICA

Sustainable tourism is an approach to tourism that prioritises low environmental impact and social responsibility. Its aim is to provide development in the tourism industry that brings a positive experience for local people as well as the tourists themselves. Sustainable tourism is a commonly adopted practice in successful ecotourism.

What is Ecotourism?

Ecotourism is a branch of tourism that offers visitors the opportunity to appreciate the natural landscapes, wildlife, and the local culture of an area. It is intended to promote the conservation of these natural resources for future generations.

Sustainable Tourism and Ecotourism guiding principles:


Minimize 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.

Some of our great initiatives:

Amakhala Game Reserve and its partners are committed to providing ongoing education to individuals and youth groups from schools and tertiary institutions on the importance of sustainable tourism. Through active participation in workshops and presentations, Amakhala aims to empower people with the knowledge of how they can contribute and ultimately make a difference in species and landscape preservation.

The Amakhala Volunteers programme offers a hands-on experience in the field of conservation and wildlife ecology. Volunteers will be involved in animal monitoring, land rehabilitation, maintenance and a variety of other field projects as the needs of the reserve require. The Amakhala's Volunteer program is suitable for persons of all ages looking for that something different. It provides a unique opportunity to contribute to conservation, make a difference and return to nature.

The Amakhala Conservation Centre is the home of the Amakhala Foundation, an initiative set up in 2009 to provide conservation education to visiting school children.

Contact Us:
Amakhala Volunteers: safari@amakhala.co.za; www.amakhalavolunteers.co.za
+27 42 235 1291
Amakhala Foundation: foundation@amakhala.co.za

[Source: Adapted from https://www.amakhala.co.za/conservation/sustainable-tourism]

Copyright reserved