higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 2

7 November 2022

This marking guideline consists of 8 pages.

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QUESTION 1

1.1 1.1.1 Low budget
1.1.2 KwaZulu-Natal
1.1.3 Vredefort Dome
1.1.4 Five-star hotel
1.1.5 Natural
1.1.6 Groups/First time/International (Any relevant answer)
1.1.7 Gauteng
1.1.8 Richtersveld Cultural and Botanical Landscape
1.1.9 Hotel/Guesthouse (Any relevant answer)
1.1.10 Cultural/Natural

(10 × 1) (10)

1.2 1.2.1
- Crime in general
- Violence, such as riots or armed robberies
- Problems in neighbouring countries
- International political conditions
- Poor service reputation
- The weak rand value
- Natural disasters
- Bad weather conditions
- Outbreak of pandemics, such as Covid-19

(Any relevant answers 5 × 1) (5)

1.2.2
- Mangwanani Boutique Spa
- Hair Salon
- Aqua Escape Healing & Beauty Salon
- All-service business centre (Any 3 × 1) (3)

1.2.3 We have built our reputation by setting the standard for service✓ and personal attention.✓ (2)

1.2.4
- Appearance✓ – staff should be clean, neat, tidy and presentable at all times.✓
- Listening skills✓ – staff should listen attentively and act according to the situation, and always show interest in the customer.✓
- Language skills✓ – staff should communicate in a language familiar to the tourist, without using any offensive language.✓
- Body language✓ – staff should be aware of body language such as facial expressions, body movement and hand gestures.✓
- The workplace✓– the working area must be clean, tidy and display an awareness of professionalism at all times.✓
- Personal space✓ – staff should provide enough personal space when talking to a customer.✓ (Any relevant answers 2 × 3) (6)

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1.2.5
- Food and drink suppliers
- Laundry and dry cleaners
- Chemical suppliers
- Cleaning contractors
- Event management organisations
- Maintenance companies
- Refrigeration contractors
- Building companies
- Banks
- Security companies
- Transport services (Any 4 × 1) (4)

[30]

QUESTION 2

2.1
2.1.1 False
2.1.2 True
2.1.3 False
2.1.4 False
2.1.5 False
2.1.6 True
2.1.7 False
2.1.8 True
2.1.9 True
2.1.10 False

(10 × 1) (10)

2.2 2.2.1
- AIG Travel Insurance Brokers
- Rennies Bank

2.2.2
- OR Tambo International Airport
- Department of Home Affairs

(2 × 2) (4)

2.3 2.3.1 Specialises in bringing tourists to a host country from another country

2.3.2 Specialises in sending tourists from the host country to international destinations

2.3.3 Specialises in compiling tour packages for tourists within the borders of a specific country

(Any relevant answers 3 × 1) (3)

2.4 2.4.1 Market segmentation is the process of dividing broad consumers✓ into sub-groups of consumers✓ based on some type of shared characteristics.✓ (3)

2.4.2
- Market segmentation helps the business owner to understand✓ the needs and wants of the different tourists/clients better.✓
- It will help them to decide who they want to attract✓ with the product or service.✓ (Any relevant answers 1 × 2) (2)

2.4.3 (a) Launch phase✓ – the advertisement indicates the grand opening of a new family-owned independent travel agency.✓✓ (1 + 2) (3)

(b)
- Growth phase
- Maturity phase
- Saturation phase
- Decline phase

(4)

2.4.4 True (1)
[30]

QUESTION 3

3.1 3.1.1 A tourist is a visitor who stays at least one night✓ in an accommodation establishment at the destination visited.✓ (2)

3.1.2
- Affordability
- Wildlife
- Beaches
- Scenic beauty
- Friendliness
- Weather
- Adventure activities
- History
- Excellent tourist infrastructure
- Responsible tourism (Any relevant answers 5 × 1) (5)

3.1.3
- They bring money into communities.
- Tourism leads to job creation.
- It leads to an increased level of wealth due to higher employment.
- They contribute to an improvement in social practices, e.g. health and housing.
- They contribute to an improvement in family life, as the tourists' money is spent throughout communities.

(Any relevant answers 5 × 1) (5)

3.1.4
- Suggest possible places to visit
- Suggest different activities to do in those specific places
- Identify types of transport and accommodation to suit their budget
- Provide them with information about specific places
- Suggest alternative scenarios they might like to experience or have not thought about (Any relevant answers 2 × 3)

(6)

3.1.5 The level of tourist presence that creates impact✓ on the host community environment and economy that is acceptable to both tourists and hosts.✓ (Any relevant answers) (2)

3.2
3.2.1 B
3.2.2 F
3.2.3 I
3.2.4 G
3.2.5 J
3.2.6 A
3.2.7 K
3.2.8 H
3.2.9 E
3.2.10 L

(10 × 1) (10)
[30]

QUESTION 4

4.1 4.1.1 The Internet
https://za.linkedin.com/jobs/tourism-jobs✓ (1)

4.1.2
- Newspapers
- Department of Labour
- Organisations
- Employment agencies
- Friends and relatives
- Vacancy boards
- Career information centres
- Government departments (Any 4 × 1) (4)

4.1.3
- Research, explore and study different travel destination options
- Research destinations and travel prices, customs, weather conditions, reviews, etc.
- Research and study clients' specifications and wishes
- Suggest suitable travel options that best suite clients' needs
- Plan and organise travels
- Book tickets, reserve accommodation and organise rental transportation
- Inform clients and provide useful travel material such as guides, maps and event programmes
- Collect deposits and balances
- Offer and promote different services and offerings
- Keep abreast of the latest industry trends
- Attend webinars, conferences and other educational programmes
- Build and maintain relationships with clients

(Any relevant answers 5 × 1) (5)

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4.2 4.2.1 TVET South Cape College (1)

4.2.2
- University
- University of technology
- Private providers
- On-the-job learning (4)

4.3 4.3.1
- Hotel manager
- Banqueting manager
- Food and beverage manager
- Rooms division manager
- Food service manager
- Restaurant manager
- Bartender or wine steward
- Executive housekeeper
- Room attendant
- Receptionist
- Waitron
- Concierge (Any relevant answers 2 × 1) (2)

4.3.2
- Government tourism officials
- Tourism development coordinators
- Tourism information officers
- Tourism marketing coordinators
- Retail travel consultants
- Wholesale travel/tour operators
- Events coordinators
- Flight attendants
- Car hire consultants (Any relevant answers 2 × 1) (2)

4.4 THETA (1)

4.5 4.5.1 Tourism Business Council of South Africa
4.5.2 South African Tourism Institute
4.5.3 Association of National Tourism Offices in South Africa
4.5.4 Association of South African Travel Agents
(4 × 1) (4)

4.6
- Facilitating and implementing tourism policies
- Coordinating the tourism development plans and actions of all interested parties
- Planning and making policies on national, regional and local levels to promote tourism
- Regulating and monitoring the existing strategies and plans for tourism development
- Promoting tourism, including all tourism destinations, communities and major tourism projects (Any 2 × 3) (6)

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QUESTION 5

5.1 5.1.1 Tourism that the adventure tourist enjoys, e.g. adventurous sport such as mountaineering

5.1.2 Armchair/Virtual tourism

5.1.3 Cultural tourism

5.1.4 Visiting historical or interesting sites and experiencing the local culture, may include visits to museums or opera houses or attending cultural festivals

5.1.5 Travelling to sites associated with death and suffering

(5 × 1) (5)

5.2 5.2.1 Travel industry reference manuals / GSA
5.2.2 Brochures
5.2.3 Magazines
5.2.4 Newspapers

(4 × 1) (4)

5.3 5.3.1 Tourism comprises the activity of people travelling to and staying in places outside their usual environment✓ for not more than one consecutive year for leisure, business and other purposes.✓ (2)

5.3.2 All sectors of tourism, both public and private, are involved directly or indirectly✓ in providing accommodation, transport and services✓ to tourists. The sectors rely on each other, e.g. a tourist will make use of transport✓ to get to a destination, then needs accommodation✓ at the destination, and at the destination will make use of services and visit attractions. (4)

5.3.3
- Brings greater understanding between people
- Creates an awareness of other cultures, arts and crafts
- Brings enrichment of new ideas and new social interests through being exposed to new experiences
- Plays a part in enhancing the interests and rights of the individual – learn to respect one another and their differences

(Any relevant answers 2 × 1) (2)

5.4 5.4.1 Accommodation
5.4.2 Transport
5.4.3 Transport
5.4.4 Services
5.4.5 Attraction

(5 × 1) (5)

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5.5
- Natural attractions have their origin in the physical environment.
- Human-made attractions are attractions that have been created through the intervention of people. (2)

5.6 5.6.1
- Howick Falls
- Bourke's Luck Potholes

5.6.2.
- Sun City
- Gold Reef City

5.6.3
- Voortrekker Monument
- Juma Mosque

(2 × 3) (6)
[30]

TOTAL: 150

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