higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 2

(11011042)

7 November 2022 (Y-paper)
13:00–16:00

This question paper consists of 10 pages and 3 addenda of 6 pages.

127Q1N2207

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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. Start each question on a new page.
5. Use only a blue or black pen.
6. Write neatly and legibly.

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QUESTION 1

1.1 Complete the table below. Write only the answer next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

UNESCO WORLD HERITAGE SITE	TOURIST CATEGORY	ACCOMMODATION TYPE	PROVINCE	SITE CLASSIFICATION
iSimangaliso Wetland Park	1.1.1	Backpacker	1.1.2	Natural
1.1.3	Big budget	1.1.4	Free State	1.1.5
Cradle of Humankind	1.1.6	Guesthouse	1.1.7	Cultural
1.1.8	Individual mass	1.1.9	Northern Cape	1.1.10

(10 × 1) (10)

1.2 Study ADDENDUM A (attached) and answer the questions that follow:

1.2.1 Name FIVE factors that could negatively affect the hotel in ADDENDUM A. (5)

1.2.2 List THREE services that this hotel offers to its guests. (3)

1.2.3 How did this hotel build its reputation? Quote from ADDENDUM A. (2 × 1) (2)

1.2.4 Provide the hotel with THREE guidelines that staff should keep in mind in order to improve their service. (3 × 2) (6)

1.2.5 Name FOUR service providers that the Southern Sun Elangeni & Maharani could make use of. (4)

[30]

QUESTION 2

2.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1.1–2.1.10) in the ANSWER BOOK.

2.1.1 An explorer travels for business reasons.

2.1.2 ASATA represents all travel agents in South Africa.

2.1.3 The Blue Train is part of the public sector.

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2.1.4 Overdependence on tourism is an example of an environmental impact of tourism.

2.1.5 The capital city of the Northern Cape is Upington.

2.1.6 Bloemfontein is known as the City of Roses and is the judicial capital of South Africa.

2.1.7 IATA is the acronym for the Independent Car Rental Association.

2.1.8 Flysafair can be classified as a no-frill airline.

2.1.9 The largest dam in South Africa is the Gariep Dam.

2.1.10 The Augrabies Falls are situated in Gauteng.

(10 × 1) (10)

2.2 Answer the following questions by choosing the correct answer from the list provided below.

AIG Travel Insurance Brokers; OR Tambo International Airport; Department of Home Affairs; Rennies Bank

2.2.1 Name TWO private sector support services.

2.2.2 Name TWO public sector support services.

(2 + 2) (4)

2.3 Explain the following types of tour operators:

2.3.1 Inbound tour operator

2.3.2 Outbound tour operator

2.3.3 Domestic tour operator

(3 × 1) (3)

2.4 Study ADDENDUM B (attached) and answer the questions that follow:

Market segmentation is one of the most important strategies that ArrangeMy Escape can use to market its product to the consumers.

2.4.1 Define the term *market segmentation*. (3)

2.4.2 Why is there a need for market segmentation in ArrangeMy Escape? (2)

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2.4.3 A product, such as ArrangeMy Escape, goes through a lifecycle.

(a) Identify the stage in which ArrangeMy Escape is. Motivate your answer. (1 + 2) (3)

(b) Name the other FOUR stages of the product lifecycle. (4)

2.4.4 ArrangeMy Escape can be classified as a retail travel agent. Is this statement true or false? (1)

[30]

QUESTION 3

3.1 Study ADDENDUM C (attached) and answer the questions that follow:

3.1.1 Define the term *tourist*. (2)

3.1.2 Give FIVE reasons why tourists visit South Africa. (5)

3.1.3 How do these tourists benefit South Africa economically?

Name FIVE benefits. (5)

3.1.4 How can the needs of these tourists be met?
Give THREE suggestions. (3 × 2) (6)

3.1.5 Environmental carrying capacity is important in ecotourism, as it protects the environment and reduces the negative environmental impact.

Explain the term *carrying capacity.* (2)

3.2 A client wants to experience the top 10 experiences as identified in ADDENDUM C (attached).

Choose an attraction in COLUMN B that matches an experience in COLUMN A. Write only the letter (A–L) next to the question number (3.2.1–3.2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.2.1	Scenic splendour	A	Two Oceans Aquarium
3.2.2	Winelands	B	Golden Gate Highlands National Park
3.2.3	Safaris	C	Cape Town International Convention Centre
3.2.4	Kruger National Park	D	Gauteng
3.2.5	Struggle sites	E	Sun City Wellness & Health Spa
3.2.6	Marine magnificence	F	Stellenbosch
3.2.7	Getting to know the locals	G	Mpumalanga
3.2.8	Outdoor rush	H	St Francis Bay
3.2.9	Indulge the senses	I	Addo Elephant Park
3.2.10	Urban rhythms	J	Hector Peterson Memorial
		K	Basotho Cultural Village
		L	Langa Township Tour

(10 × 1) (10)
[30]

QUESTION 4

4.1 Sarah is currently busy with her final examinations of Report 191 Tourism at TVET South Cape College. Her lecturer posted the following advertisement on their WhatsApp group:

Virtual Travel Consultant

Your Travel Basket (Pty), South Africa

Travel Agency

- 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

Employment type

Full-time

[Source: *https://za.linkedin.com/jobs/tourism-jobs*]

4.1.1 Identify the source where the lecturer found the advertisement. (1)

4.1.2 Advise Sarah on FOUR other sources she can use to find job opportunities. (4)

4.1.3 Explain FIVE responsibilities of a travel agent according to the advertisement. (5)

4.2 There are different institutions of higher learning available to individuals who want to obtain a tourism qualification.

4.2.1 Identify the institution where Sarah is completing her qualification. (1)

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4.2.2 List FOUR other institutions where Sarah could have completed her studies, if she did not go to the one mentioned in QUESTION 4.2.1. (4)

4.3 Advise Sarah on available career opportunities in the following sectors:

4.3.1 Hospitality sector

4.3.2 Travel sector

(2 × 2) (4)

4.4 Name the organisation that ensures the quality of education in the workplace. (1)

4.5 There are different governing bodies that play a role in the tourism industry.

Give the full name of the following organisations:

4.5.1 TBCSA

4.5.2 SATI

4.5.3 ANTOSA

4.5.4 ASATA

(4 × 1) (4)

4.6 Describe THREE roles of the Department of Environmental Affairs and Tourism. (3 × 2) (6) **[30]**

QUESTION 5

5.1 Complete the table below. Write only the answer next to the question number (5.1.1–5.1.5) in the ANSWER BOOK.

FORM OF TOURISM	DESCRIPTION	EXAMPLE
Adventure	5.1.1	Bungee jumping
5.1.2	Exploring the world through books or watching television	Travel Channel
5.1.3	5.1.4	Bo-Kaap
Dark tourism	5.1.5	London Dungeon

(5 × 1) (5)

5.2 Identify the following sources of information tourists can use to find information on attractions and destinations:

5.2.1



5.2.2



5.2.3



5.2.4



(4 × 1) (4)

5.3 Tourism is one of the biggest industries that contribute to the economic growth of a country.

5.3.1 Give a definition of *tourism*. (2)

5.3.2 Briefly explain the interaction between the tourism sectors by means of an example. (4)

5.3.3 Name TWO positive social impacts of tourism. (2)

5.4 Identify the following as transport, accommodation, services, or attraction sector:

5.4.1 Courtyard Hotel, Port Elizabeth

5.4.2 Mango Airlines

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5.4.3 Translux

5.4.4 Harvey World Travel

5.4.5 Pilanesberg National Park

(5 × 1) (5)

5.5 Attractions can be classified as natural, human-made or socio-cultural.

Explain the difference between *natural attractions* and *human-made attractions*. (2 × 1) (2)

5.6 Answer the following questions by choosing the correct tourist attraction from the list provided below.

Sun City; Howick Falls; Juma Mosque; Voortrekker Monument; Gold Reef City; Bourke's Luck Potholes

5.6.1 Give TWO natural attractions.

5.6.2 Give TWO human-made attractions.

5.6.3 Give TWO socio-cultural attractions.

(2 × 3) (6)

[30]

TOTAL: 150

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ADDENDUM A

Southern Sun
ELANGENI & MAHARANI

Durban's landmark hotel

An iconic hotel in Durban, the Southern Sun Elangeni & Maharani, invites guests to experience a modern full-service stay on Durban's sun-kissed beachfront. Sweeping Indian Ocean views along the 7-km promenade have set the scene for memorable holidays and exceptional events for nearly five decades. Southern Sun Elangeni & Maharani promises an unforgettable stay in a contemporary classic hotel.

The hotel is uniquely able to accommodate and facilitate business and special events in a vibrant North Beach location, including large-scale events, group accommodation, exceptional venues and seamless service.

Located metres from Durban's North Beach, inviting and fully equipped accommodation with sea views, a choice of three heated outdoor pools and a different dining venue for every night of your stay – little wonder why we welcome back guests year after year.

Experience personalised service from one of South Africa's largest and most-revered hotels. We have built our reputation by setting the standard for service and personal attention.

Services and amenities
Beyond the comfort of your room, more than the view, and something other than the choice of dining venues, it is our service that makes your stay truly memorable.
At Durban's most inviting beachfront destination, the range of amenities and services available creates the atmosphere of a resort. Beauty and wellness are cared for at the in-house Mangwanani Boutique Spa, Hair Salon and Aqua Escape Healing & Beauty Salon. Business requirements are taken care of in the all-service business centre and holiday vibes are delivered from the beach at our doorstep through to the pool on our roof.
Some services incur a fee. Please enquire when using any services about any charges. Service offerings are subject to change.

Eat Out, Stay In
A choice of Durban's best beachfront restaurants
Southern Sun Elangeni & Maharani is home to five distinctive venues offering a diverse menu, including award-winning steaks, classic cocktails and craft beer, café culture and an exceptional buffet. A variety of tastes and dining experiences are presented throughout our hotel, each one catering to a different menu and offering a different dining experience. Forget bland hotel food and soulless cafeteria-style dining! Our outlets include some of Durban's best beachfront restaurants and bars.

[Source: *https://www.tsogosun.com/southern-sun-elangeni-maharani*]

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ADDENDUM B



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ADDENDUM B (cont.)



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ADDENDUM C

Why do tourists visit South Africa?

South Africa's appeal

Africa has a seductive appeal for many would-be travellers, and South Africa's reputation as a destination that offers such an extensive variety of breath-taking holidays and experiences throughout the year, combined with its First World infrastructure, continues to bring more and more visitors to its superb beaches, world-famous game reserves, dramatic mountains, sophisticated cities, historic battlefields, great and small semi-deserts, wide-open spaces, breath-taking (often literally) adventure activities, and much more.

Affordability

A trip to South Africa is very affordable, as the South African rand offers great value for money against major world currencies such as the dollar, the euro, the British pound, the yen and the yuan.



South Africa offers unforgettable experiences

Unique and unforgettable experiences

South Africa prides itself on its almost countless wonders and experiences. There really is something for everyone.

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ADDENDUM C (cont.)

TOP 10 REASONS TO VISIT SOUTH AFRICA

- Affordability
- Wildlife
- Beaches
- Scenic beauty
- Friendliness
- Weather
- Adventure activities
- History
- Excellent tourist infrastructure
- Responsible tourism

Top 10 experiences

Scenic splendour

South Africa has some of the most diverse and spectacular scenery in the world. Expect miles of golden beaches and unspoiled coastline, dramatic mountains and mountain passes, 19 national parks, game reserves teeming with big game and hundreds of birds, ancient forests, semi-deserts, oceans and rivers, rolling grasslands and natural flower fields – all readily accessible and waiting to be explored.

Winelands

South Africa's vineyards have been making some of the best wine in the world for over 300 years. Wine regions stretch from the Western Cape to the Northern Cape, where your clients can sample wine at world-famous estates or little-known gems, or visit our renowned port and brandy routes. Where there's great wine, there's also great food – so Cheers and Bon Appétit!

Safaris

South Africa has some of the best and most accessible safari destinations in the world. Visitors can splurge on an all-inclusive safari at world-class, award-winning private lodges, take guided game tours, or go it alone in one of our fabulous game-rich private reserves or national parks. They'll find the Big Five at many of them – buffalo, elephant, lion, leopard and rhino.

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Kruger National Park

You just can't beat it. The size of Israel or Wales, with loads of different accommodation options for all budgets, it's one of the world's oldest and most famous game reserves and is teeming with game. Self-drive is a wonderful option – there's nothing quite like puttering gently along a road and coming face-to-face with a herd of elephants, a 'journey' of giraffes, a pride of lions, a 'dazzle' of zebras, a solitary leopard or a huge rhino. Don't worry, though: Tell your clients to stay in the car, respect the animal's space, and just take pictures.

Struggle sites, rock art and historic battlefields

Your clients can visit our top struggle sites and museums and follow in the footsteps of some of the greatest freedom icons in modern history, such as Nelson Mandela, Oliver Tambo and Mahatma Gandhi, among many others. South African rock art is among the best in the world and easily accessible, and historic battlefields where Boer battled Zulus, Zulus battled Brits, and Brits battled Boers abound.

Marine magnificence

Where else can a person sail beside a whale or watch whale mothers and babies bask and roll, go eye to eye with different kinds of sharks, cage-dive with great whites, be charmed by friendly penguins or leaping dolphins, experience some of the best scuba diving and snorkelling in the world, watch giant turtles lay their eggs on deserted beaches or see the hatchlings making their desperate run for the sea?

Getting to know the locals

Visitors can spend time in Soweto or a city township (they'll be amazed at the activities and experiences on offer); stay overnight or spend a day at a Zulu cultural village; admire the intricate beadwork, metal neck rings and unique geometric mural art of the Ndebele people; enjoy the hospitality of a South African farm; or just chat to the locals wherever they are – your clients will be amazed at South Africans' openness and friendliness to visitors.

Outdoor rush

Gorgeous, sunny weather most of the time, spectacular locations, loads of mega-thrill adventures (including the highest commercial bridge bungee jump in the world), river rafting, abseiling, hiking, horse riding, paragliding and 4x4 routes – South Africa is known as the adventure centre of the world.

Indulge the senses

Relax and rejuvenate the South African way. Visitors will find health and wellness retreats – many of them globally award-winning – throughout the country. Many use indigenous oils and ingredients to help clients de-stress and wind down – by the beach, in the bush, at a hotel, or wherever they are.

Urban rhythm

Experience the unique rhythm of our cities when feeling the beat of live kwaito, hip-hop or jazz at a local nightclub, bar or township shebeen (tavern); be entertained in our theatres; play at our ritzy casinos; visit our unique museums and art galleries; shop in glitzy shopping malls or African craft markets; or dine in our fabulous restaurants.

[Source: *https://saspecialist.southafrica.net/*]

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