higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 3

17 November 2023

This marking guideline consists of 10 pages.

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QUESTION 1

1.1

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

(10 × 1) (10)

1.2

TECHNOLOGICAL ADVANCE	ADVANTAGE	DISADVANTAGE
1.2.1 Online reservation system	• They work 24/7. An online booking system works all the time. • It also maximises your sales because you are not limited to working hours.✓✓	• Can come at a cost. Some charge you per transaction, whilst others charge a flat monthly fee • Requires internet access✓✓
1.2.2 Computer	• Reliable record-keeping: Computers can store larger volumes of business data for a longer period of time.✓✓	• Computer crimes: Through the use of malicious software, hackers may gain access to private business information. • Health issues: Staring at computers for long hours may result in eye-related problems.✓✓
1.2.3 Electronic ticketing	• Passengers don't have to worry about losing a ticket because it is stored in a computer reservation system. • Passengers can change their seats and the time of the flight. The service is available at any time.✓✓	The disadvantages of e-ticketing is redundancy of travel agents, which means the airlines will lay off the personnel because they will not need many personnel.✓✓

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1.2.4 Email	• You can compose, send and receive information quickly and your account users can get access to information fast, often reaching many people at once through mass messaging. • Email serves as a record. Email allows you to keep track of outgoing and incoming messages, making for easy referencing✓✓	Email is less secure. Even with security programs and software, email is not as safe as consumers want it to be, so it is wise to not share highly sensitive, controversial or personal information over an email platform.✓✓
1.2.5 Internet	• It enables people to search for their directions, maps for directions, accommodation/hospitality facilities, schedules, airfare, and the amount of money to be spent for a tour. • The internet has become an extremely useful tool for travellers and tourists. It provides a wealth of information on destinations, resources for planning trips, and reviews from previous visitors.✓✓	• It has caused unemployment. Many people who worked in the hotels as managers, as well as those in the tourism industry such as tour guides, lost their jobs to cut the cost and by utilising the internet. • Another disadvantage is the increased risk of cybercrime and hacking.✓✓

(5 × 4) (20)

1.3
- Cheap and easy to set up
- No formal registration
- No formal auditing requirements
- The owner may qualify for primary tax rebates.
- Conversion to CC or company is relatively easy.
- There is less administration involved.
- You have more privacy as a sole trader.
- You can offer a personal touch.

(Any 5 × 1) (5)

1.4 Exploratory research will help an individual develop a vague concept or idea into a clearer, practical list of priorities. This detail will improve the final delivery of your product or service.✓✓✓
To conduct this research, you have to do a lot of reading so that you can access information from different sources:

- Local information centre or municipality✓
- Chambers of industry and commerce✓
- Government bodies
- SA Tourism (3 + 2) (5)

[40]

QUESTION 2

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

(10 × 1) (10)

2.2 2.2.1

- They are the potential customers of a business.
- They buy the product or use the services provided by the company.
- In tourism, travellers are the people who book tickets to fly and who make reservations to stay at your hotel.
- Consumers pay for the services and products that they buy.

(Any 3 × 1)

2.2.2

- This is the middleman who makes sure the product gets from the producer to the consumer.
- In tourism the travel agent is an intermediary – they sell flights and accommodation.
- The tour operator – they sell ready-made package deals.
- Intermediaries receive commission for the work that they do
- because they don't own the product or service that they are selling. (Any 3 × 1)

2.2.3

- They provide the raw materials or products to the business.
- They provide the things we need to run the business successfully.
- When choosing a supplier, look at price, reliability, and quality.
- In tourism, the supplier is the person who owns the tourism product, like the hotel or guesthouse owner.
- The suppliers are the people who spend most capital on buildings and service delivery. (Any 3 × 1)

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2.2.4
- Other businesses that supply the same product or service as your business.
- If competitors have a better service or price, you will lose your clients to your competitors.
- You always need to be aware of any current or potential competitors.

(4 × 3) (12)

2.3 2.3.1
- The mission of an organisation is the overall goal the business wishes to achieve.
- These goals guide all the activities in the business.
- To reach a goal, there must be set objectives.
- These objectives need to meet certain criteria, for example, they must be achievable.
- The focus of a mission statement is long term.

(Any 3 × 1)

2.3.2
- Resources are required to run any business.
- It includes equipment, physical facilities as well as staff.
- In a hotel it could include beds, linen, tables and chairs, etc.
- A company is only as good as its resources.
- You get financial and non-financial resources in an organisation.

(Any 3 × 1)
(2 × 3) (6)

2.4 2.4.1
- People will not have money to travel or to go to restaurants for meals.
- Businesses will thus lose clients.
- Their profits will go down.
- Some will have to close down. (Any 2 × 1)

2.4.2
- 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)

2.4.3
- Productivity is how hard people work.
- If a business is productive, it means that the workers work harder to produce more goods in a shorter time.
- Productivity has an influence on the income of a business.

(Any 3 × 1)
(3 × 2) (6)

2.5 Inflation means the prices of goods increase and people need to pay more than they should. Inflation is indicated by means of percentage. (2)

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2.6 2.6.1
- Inflation affects the price of goods and services.
- When the rate of inflation increases, the price of goods and services increases.
- An example of this is that when the price of petrol increases, the price of everything increases. (Any 2 × 1)

2.6.2
- If inflation is high, the rand value is low.
- If inflation goes down, the value of the rand increases.
- The lower the rate of inflation, the more you can buy for your money. (Any 2 × 1)

(2 × 2) (4)
[40]

QUESTION 3

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

(10 × 1) (10_

3.2
3.2.1 Agenda
3.2.2 Comrades Marathon
3.2.3 Cape Town
3.2.4 Mega
3.2.5 Book

(5 × 1) (5)

3.2 3.3.1
- When at a four-way stop, the car that stopped first is the first to be allowed to take off again.
- If a traffic light is out of order, it should be treated as a four-way stop.
- Parking is only allowed in designated parking areas.
- No driver is allowed to stop next to the road on a highway.
- Lock the car doors at all times and do not travel alone at night or on deserted roads.
- Do not leave valuables such as handbags, cellphones, cameras, or wallets in the car. If they must be stored in the car, ensure they are locked away out of sight.
- Do not ask strangers for advice or directions; rather drive to the nearest police station or use GPS.

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- In the case of a breakdown or other roadside emergency, the
- Automobile Association should be contacted. Stay in your vehicle until help arrives.
- Wear your safety belt at all times.
- Keep within the speed limit of the road.
- Don't drink and drive.
- Drive on the left side of the road.
- Take frequent rests, every two hours (Any 10 × 1) (10)

3.3.2 0.05g/100 ml blood 0,005% (2_

3.3.3
- 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., in national parks.
- Speed limits as indicated where road works are in progress.

(Any 3 × 1) (3)

3.3.4 18 years old (1)

3.3.5 Be over 18,✓ have a valid driver's licence✓ and a proof of identification.✓ (3)

3.3.6
- Collision damage waiver✓ − this insurance is taken out in case the driver is involved in an accident. The client is liable for the excess amount.✓
- Theft loss waiver✓ − This is insurance in case a vehicle is stolen
- Super collision damage waiver (SCDW)✓ − the purchase of SCDW will cover the full excess amount, provided the client has not breached the conditions applicable. ✓
- Super theft loss waiver✓ − this will cover 100% of the excess amount payable✓
- Personal accident insurance✓ − this insurance covers death, injury or permanent disability to a maximum amount stipulated in the rental agreement.✓ (Any 3 × 2) (6)

[40]

QUESTION 4

4.1 4.1.1
(a) TWNB – Room with two twin beds✓ and a bath✓
(b) TWNS – Room with two twin beds✓ and a shower✓
(c) QADS – Room for four persons with four beds✓ and a shower✓
(d) QADB – Room for four persons with four beds✓and bath✓
(e) DBLS – double room✓ with shower.✓ (5 × 2) (10)

4.1.2
(a) Vegetarians − Vegetables, fish, eggs, no red meat
(b) Halal food – food blessed by the spiritual leader
(c) Kosher food – no pork
(3 × 1) (3)

4.2

QUESTION		TOWN/CITY	PROVINCE
4.2.1	Getaway Show	The Dome, Northgate✓	Gauteng✓
4.2.2	Cherry Festival	Ficksburg✓	Free State ✓
4.2.3	Darling Wild Flower Show	Darling✓	Western Cape✓
4.2.4	Durban July	Durban✓	KwaZulu-Natal✓
4.2.5	Marula Festival	Phalaborwa✓	Limpopo✓

(5 × 2) (10)

4.3 4.3.1 Fire (1)

4.3.2 Cape Town (1)

4.3.3
- Restaurants and scenic areas were destroyed by the raging fires.
- People working in the restaurant lost their jobs.
- Deters potential visitors
- This has impacted negatively on tourism in this town.
- Destruction of properties
- Wipes out outdoor areas that attract tourists (Any 4 × 1) (4)

4.3.4 Rhodes Memorial,✓ The Rhodes Memorial Tea Garden and Restaurant went up in a fire ball as its gas canisters exploded.✓ (2)

4.3.5
- Cancellation of bookings
- Loss of income for tourism establishments
- Loss of jobs for locals
- Negative impact on local economy
- Companies avoid investing in fire-prone areas (Any 4 × 1) (4)

4.4 4.4.1 Golf course
4.4.2 Bar
4.4.3 Gas station
4.4.4 Hotel
4.4.5 Car rental
(5 × 1) (5)
[40]

QUESTION 5

5.1
- Nature of the event – The type of event determines the venue.
- Facilities and equipment at the venue – Every event has specific requirements.
- Number of people expected – To be sure the venue can accommodate all the people.
- Parking facilities – Enough secure parking.
- Time of year – Is there sufficient heating/cooling equipment?
- Availability – To make sure it is available for the required date.
- Accessibility – To be sure all delegates can get to it.
- Location – secure location/nice views
- Security – for evening events
- Price – according to your budget (Any 6 × 2) (12)

5.2

5.2.1 A sole trader or sole proprietor is someone who establishes and operates a business on their own. They are responsible for all overall business activities and are actively involved in running the business.

5.2.2 A partnership is a formal arrangement by two or more parties to manage and operate a business and share its profits.

5.2.3 Refer to funds raised to maintain a particular business or project. It is the quantity invested by the owner/s in the business. This quantity is increased by the total of profits earned and the amount of further capital introduced. It is decreased by the amount of losses incurred and the amounts withdrawn.

5.2.4 A creditor is an individual or entity that is owed money. Creditors of a business are its suppliers, which have provided it with goods and services, and in exchange expect to be paid by an agreed-upon date. Or, the business owes money to a lender, which also expects to be repaid at a later date.

5.2.5 The amount gained by selling a product, which should be more than the cost price of the product.
Profit is the positive amount remaining after subtracting expenses incurred from the revenues generated over a designated period of time.

(5 × 2) (10)

5.3
- Employment Equity Act
- Labour Relations Act
- Basic conditions of Employment Act
- Skills Development Act
- Occupational Health and Safety Act (Any 4 × 1) (4)

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5.4
- Financial skills
- People skills
- Planning and forecasting skills (to plan for the future)
- Communication skills
- Administrative skills
- Problem-solving skills
- Leadership skills
- Time management
- Marketing and sales (Any 4 × 1) (4)

5.5
5.5.1 Rand Easter Show
5.5.2 Oyster Festival
5.5.3 Good Food and Wine
5.5.4 Comrades Marathon
5.5.5 Aardklop Arts Festival
5.5.6 Midmar Mile
5.5.7 Billabong Surfing Competition
5.5.8 Argus Cycle Tour
5.5.9 Royal Agricultural Show
5.5.10 Cherry Festival

(10 × 1) (10)
[40]

TOTAL: 200

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