higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 2

(11011042)

1 March 2018 (X-Paper)
09:00–12:00

This question paper consists of 11 pages and 1 addendum.

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TIME: 3 HOURS
MARKS: 200

NOTE: If you answer more than the required number of questions, only the required number will be marked. ALL work you do NOT want to be marked must be clearly crossed out.

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions in SECTION A.
2. Answer any THREE questions in SECTION B.
3. Read ALL the questions carefully.
4. Number the answers according to the numbering system used in this question paper.
5. Write neatly and legibly.

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SECTION A (COMPULSORY)

Answer ALL the questions in this section.

QUESTION 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 (1.1–1.10) in the ANSWER BOOK.

1.1 The time of year, usually during school holidays, when the most tourists visit an area:

A Busy season
B Hot season
C Off-peak season
D Peak season

1.2 Food and drink service in the hospitality industry includes the following:

A Travel and porters
B Housekeeping and valet
C Banqueting and conference facilities
D Porters and reception

1.3 The sector responsible for overseeing various training programmes in different sectors of the economy:

A SETA
B SAQA
C TETASA
D HITB

1.4 The Union Buildings are located in this city:

A Johannesburg
B Cape Town
C Durban
D Pretoria

1.5 ONE of the biggest attractions in Northern Cape province:

A Augrabies Falls National Park
B Pilanesberg National Park
C Kruger National Park
D Vredefort Dome

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1.6 A person who stays at least one night in an accommodation establishment within his/her own country, i.e. South Africa:

A Wanderer
B International tourist
C Global tourist
D Domestic tourist

1.7 The … involves services provided by the government.

A private sector
B public sector
C government sector
D travel sector

1.8 Someone who plans, organises and books other people's holiday:

A Travel agent
B Tour operator
C Event planner
D Service provider

1.9 Definition of *economic development*:

A Improvement in the social-economic conditions of an area
B Improvement in the physical conditions of an area
C Improvement in the socio-economic conditions of an area
D Improvement in the environmental conditions of an area

1.10 Tourist who travels in a large group:

A Excursionist
B Mass tourist
C Independent tourist
D Adventure tourist

(10 × 1) **[10]**

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QUESTION 2

Give ONE term for each of the following descriptions by choosing a term from the list below. Write only the term next to the question number (2.1–2.10) in the ANSWER BOOK.

growth phase; fauna; hospitality; litter; rail transport; entertainment; responsible; tourism; principal; air transport; endemic; virtual tourism; deplete

2.1 Fastest form of transport between points

2.2 Experiences where people are provided with some kind of performance

2.3 When a product becomes more popular and exploited by others

2.4 Main supplier of tourism products

2.5 Provision of products and services in accommodation and catering services

2.6 Species only found in a particular area

2.7 To reduce in number or quantity, for example increased hunting and fishing destroys and reduces a number of species

2.8 Leaving rubbish in a public place

2.9 Tourism that ensures that the environment is not damaged

2.10 Tourism that involves not travelling physically, but exploring the world through the internet, books, television, etcetera

(10 × 1) **[10]**

QUESTION 3

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (3.1–3.10) in the ANSWER BOOK.

3.1 Kiosks and curio shops are some of the places where you can get information about different tourist attractions.

3.2 GSA is a monthly guide published in A4 format that provides travel agents with travel information.

3.3 Outbound tour operators specialise in bringing tourists to a host country, for example from other countries to South Africa.

3.4 International tourists are looking for a safe and secure environment when choosing a destination to travel to.

3.5 Local tourists do not need special treatment like their international counterparts because they know their way around the country.

3.6 The Kruger National Park is in KwaZulu-Natal.

3.7 As a travel agent, you can enhance the needs of a tourist by suggesting possible places to visit.

3.8 The acronym WTO stands for World Travel Organisation.

3.9 Target market refers to the group of people that a business aims to attract.

3.10 One of the qualifications available in tourism is a certificate in tourist guiding.

(10 × 1) **[10]**

QUESTION 4

4.1 Give ONE term/abbreviation/acronym for each of the following descriptions. Write only the answer next to the question number (4.1.1–4.1.5) in the ANSWER BOOK.

4.1.1 Association that wants to achieve development and growth, alleviate poverty and enhance the life of the people of Southern Africa

4.1.2 Department concerned with policy-making decisions that govern the tourism industry in South Africa

4.1.3 Tourist that has no specific travel plans in mind

4.1.4 Companies that operate to provide information about different places and tourism ventures

4.1.5 An open-air street market for inexpensive or second-hand articles.

(5 × 1) (5)

4.2 List FIVE career opportunities in the tourism industry. (5)

[10]

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QUESTION 5

In which province is each of the following attractions/activities located. Write only the name of the province next to the question number (5.1–5.10) in the ANSWER BOOK.

5.1 Mkambati Nature Reserve

5.2 QwaQwa National Park

5.3 Kruger National Park

5.4 Kgalagadi Transfrontier Park

5.5 Sun City

5.6 Pilgrim's Rest

5.7 Gold Reef City

5.8 Moses Mabhida Stadium

5.9 Victoria and Alfred Waterfront

5.10 Museum of Africa

(10 × 1) **[10]**

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions in this section and start each question on a NEW page.

QUESTION 6

Read the article about the Tourism Indaba in the ADDENDUM (attached) and answer the questions.

6.1 List and explain FIVE positive contributions that this type of tourism event may have on the economy of South Africa. (5 × 2) (10)

6.2 Differentiate between the following resources and give ONE example of each:

6.2.1 Natural resources

6.2.2 Human-made resources

(2 × 2) (4)

6.3 List SIX environmental disadvantages of tourism. (6)

6.4 Name FIVE sectors of the tourism industry that tourists will use when visiting the Tourism Indaba. (5)

6.5 Who is the main organiser of the Tourism Indaba? (1)

6.6 Give FOUR key functions and roles of provincial tourism departments. (4)

6.7 List FOUR options available to finance tourism studies. (4)

6.8 Explain each of the following terms:

6.8.1 Tourist

6.8.2 Tourism

6.8.3 Tourism product

(3 × 2) (6)

6.9 List FIVE public sector support services that will help make the Tourism Indaba a successful event. (5)

6.10 List FIVE questions you would ask a tourist to identify his/her travel needs. (5)

[50]

QUESTION 7

Read the passage below and answer the questions.

One of the cornerstones of tourism is tourists. Tourists are very important to South Africa, as they bring foreign money and also create jobs for people in our communities. Tourists use different tourism products like accommodation, transport, attractions and they expect good value/service for their money. It is therefore important that we preserve and sustain our tourism products so that tourists will revisit South Africa.

7.1 Give FIVE reasons why people travel. (5)

7.2 Differentiate between each of the following accommodation establishments:

7.2.1 Guesthouse

7.2.2 Lodge

7.2.3 Bed and breakfast

(3 × 2) (6)

7.3 List and explain FOUR types of information services where tourists can get information about different attractions. (4 × 2) (8)

7.4 Name and explain TWO types of tour operators. (2 × 2) (4)

7.5 Define the term *sustainable tourism.* (3)

7.6 State and briefly explain FIVE factors that would support the sustainability of tourism in South Africa. (5 × 2) (10)

7.7 Give FIVE factors that can negatively affect the tourism and hospitality industries in South Africa. (5)

7.8 Name FIVE sources that tourists can use to search for tourism information. (5)

7.9 Give FOUR reasons why tourists visit South Africa. (4)

[50]

QUESTION 8

8.1 Discuss FIVE roles of DEAT as the national role player in the tourism industry. (5 × 2) (10)

8.2 List FIVE sources of information that can be used to search for a job in the tourism industry. (5)

8.3 Explain the importance of sustainable tourism. (2)

8.4 List FOUR modes of transport that tourists can use when they travel. (4)

8.5 Explain the term *inflation*. (1)

8.6 Decode each of the following tourism organisations:

8.6.1 HAASA

8.6.2 ICRA

8.6.3 TLC

8.6.4 THETA

8.6.5 SAVRALA

(5 × 2) (10)

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8.7 Give TWO positions for each of the following subsectors that you can apply for once you complete your qualifications in tourism:

8.7.1 Road transport

8.7.2 Support services

8.7.3 Rail transport

8.7.4 Tourist destinations

(4 × 2) (8)

8.8 State TWO functions of the private sector in the tourism industry. (2 × 2) (4)

8.9 What kind of tourist is an *adventurer*? (2)

8.10 List FOUR functional areas within the hospitality industry. (4)

[50]

QUESTION 9

Read the passage below and answer the questions.

Tourists choose South Africa as a destination because of the various tourism products and services it has to offer. The growth of tourism depends on the productivity and service delivery of the different sectors in the tourism industry. The extra money that foreign visitors bring into South Africa could make a difference with regard to the poverty of our people. For example, if the service that tourists receive is not good, the industry will not grow, which will have a negative impact on the economy of the country. For this reason, everybody who is involved in travel and tourism in South Africa has a very important responsibility.

9.1 Give FIVE reasons why international tourists visit South Africa. (5 × 2) (10)

9.2 There are many ways in which a tourism business can benefit if it provides quality service to its customers.

Give FIVE examples of good service and FIVE examples of bad service.

(5 × 2) (10)

9.3 List FOUR services that a travel agent can provide to a client. (4)

9.4 Define the term *market segmentation.* (2)

9.5 List SEVEN of South Africa's World Heritage Sites. (7)

9.6 Explain the function/importance of support systems in the tourism industry. (3)

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9.7 What is an *entrepreneur*? (2)

9.8 Which type of tourists are the following:

9.8.1 Organised in their travel plans

9.8.2 Might need a lot more assistance and guidance before travelling

9.8.3 Has a small amount of money to spend on travelling

9.8.4 High expectations of the holiday experience and want the holiday to have special memories so they need to feel welcome

9.8.5 Big budget and willing and able to spend more on a holiday

(5 × 1) (5)

9.9 What is the difference between *travel* and *tourism*? (2 × 2) (4)

9.10 Explain the launch/introduction phase in the life cycle of a product. (3)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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ADDENDUM

About INDABA

INDABA is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar.

It showcases the widest variety of Southern Africa's best tourism products and attracts international buyers and media from across the world. INDABA is owned by South African Tourism and organised by Pure Grit Project and Exhibitions Management (Pty) Ltd.

INDABA has won the award for Africa's best travel and tourism show. This award was presented by the Association of World Travel Awards.

Exhibitor profile

INDABA brings together a showcase of Southern African tourism products and services for the international travel trade. Exhibitors in the Durban Exhibition Centre (DEC) include provincial authorities, provincial products and African countries. In the International Convention Centre (ICC), exhibitor categories include accommodation, tour operators, game lodges, transport, online travel, media publications and industry associations. Outdoor exhibitors include transport, camping and safari companies.

Buyer profile

- Inbound tour operators
- Foreign travel agents
- Airlines
- DMCs
- Online booking companies
- Transport



Media profile

INDABA has a dedicated following of local and international media that provide extensive coverage of the exhibition for the local and international markets through radio, television, newspapers and dedicated travel publications.

[Adapted from: *www.indaba-southafrica.co.za/about/default.aspx*]

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