higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 2

XX February 2020

This marking guideline consists of 9 pages.

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QUESTION 1

1.1 1.1.1 Automobile Association

1.1.2 ICRA

1.1.3 Independent Car Rental Association

1.1.4 Southern African Association for the Conference Industry

1.1.5 FEDHASA

1.1.6 Represents the interests of hotel, restaurant, liquor, self-catering, accommodation and catering industry.
(6 × 2) (12)

1.2 1.2.1
- Launch/introductory phase
- Mercia has just opened a guesthouse. (2 + 2) (4)

1.2.2 Growth phase✓ – more customers are aware of your product and service✓✓
Maturity✓ – the product/service is well-known in the market✓
Decline✓ – there is an increase in competition,✓ fewer customers make use of your product/service✓ (4 × 2) (8)

1.2.3
- Suggest possible places to visit.
- Suggest different activities to do in the area.
- Provide the customers with more information about the area.
- Identify suitable transport options available to them.
- Suggest alternative scenarios they might like to experience or have not thought about. (Any 4 × 1) (4)

1.2.4 To advertise and sell products and services. (2)

1.3
- All role players in the tourism industry should assist in developing a proactive approach to ensure that they market and manage the industry in a responsible manner.
- To develop environmentally-based tourism activities such as game viewing and driving, thereby ensuring that activities are managed in a sustainable manner.
- To ensure that government and businesses develop economic links with the local community.
- To ensure that local communities are actively involved in the tourism industry and a safe and secure environment is provided for visitors.
- To protect local cultures from being over-exploited and becoming too commercialised, and encouraging respect for these communities.
- To ensure that both employers and employees in the tourism industry are responsible to one another and to the tourist.
- To ensure that tourists observe the norms and practices of South Africa with respect to the environment and cultures of the country. (Any 5 × 1) (10)

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QUESTION 2

2.1 Support services in the private sector✓ – They involve services and support systems provided by individuals and privately-owned companies.✓
Support services in the public sector✓ – They involve services and support systems provided by government-controlled entities.✓ (2 × 2) (4)

2.2 2.2.1 (a)
- Housekeeping
- Public areas
- Laundry and linen room
- Valet (Any 2 × 1)

(b)
- Restaurants
- Bars
- Banqueting
- Conferencing facilities (Any 2 × 1)

(c)
- Porters
- Switchboard
- Reception
- Cashier (Any 2 × 1)

(3 × 2) (6)

2.2.2
- Crime in general
- Violence, such as riots or armed robberies
- Problems in neighbouring countries
- International political conditions
- Service reputations
- The value of the rand
- Natural disasters such as floods
- Weather conditions may cause some hospitality services to experience a low season. (Any 5 × 2) (10)

2.3 2.3.1 (a) Department of Environmental Affairs and Tourism

(b) South African Tourism

(c) Tourism and Hospitality Sector Education and Training Authority

(d) Association of National Tourism Offices in South Africa

(4 × 1) (4)

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2.3.2
- To facilitate and implement tourism policies
- To coordinate the tourism development plans and actions of all interested parties
- To plan and make policies on national, regional and local levels of tourism
- To regulate and monitor the existing strategies and plans for tourism development
- To develop the promotion of tourism, including all tourism destinations, communications and major projects

(Any 4 × 2) (8)

2.3.3
- Achieving an increase of international tourist numbers
- Increasing export earnings
- Providing help to provinces in marketing them
- Promoting a national tourism culture and environmental awareness
- Developing and promoting a unique African experience
- Offering the visitor a quality experience
- Working closely with all role-players in the tourism industry
- Promoting South Africa as a tourist hub (Any 2 × 2) (4)

2.4
- Greater demand for water resources
- Air pollution
- Increase in littering
- Increasing soil erosion
- Picking indigenous flora and destroying natural features
- Increase in hunting and fishing destroys species and depletes fishing stock. (Any 4 × 1) (4)

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QUESTION 3

3.1
3.1.1 man-made
3.1.2 man-made
3.1.3 natural
3.1.4 cultural
3.1.5 cultural
3.1.6 natural
3.1.7 cultural
3.1.8 natural
3.1.9 cultural
3.1.10 natural

(10 × 1) (10)

3.2 3.2.1

- Income generator✓ – Tourists spend money in the local community for services rendered.✓
- Economic development✓ – Tourists bring foreign currency into the country, which is used for the development of the area, infrastructure, etc.✓
- Tourism creates employment✓– the more tourists travelling to a country, the more job opportunities are created.✓ (3 × 2) (6)

3.2.2

- Overdependence on tourism✓ – the local community might start relying too much on tourism✓
- Inflation of land value✓– prices are increased to cater for tourists✓
- Opportunity costs✓ – human, natural and financial resources could have been better utilised in other industries✓ (3 × 2) (6)

3.2.3

- Negative or offensive tourism behaviour
- Tourism attracts crime. Tourists are often targeted by criminals
- Mass production of souvenirs; locals adapt customs and rituals to accommodate tourists
- Loss of cultural pride; traditions become a show for tourists and not part of heritage (Any 3 × 2) (6)

3.3

- Supplier✓ – airline/accommodation/car rental✓
- Wholesaler✓ – tour operator, e.g. Thompsons, creating packages from the products of the supplier✓
- Retailer✓ – The travel agent sells the product of the supplier or the package of the wholesaler to the customer and can thus be regarded as the middleman.✓ (3 × 2) (6)

3.4 Tourism is the act of travel for the purpose of recreation and the provision of services for this act. (2)

3.5

- Poor service reputation
- Rand value
- Natural disasters, such as floods and tsunamis
- Weather conditions could cause low season in the hospitality industry
- Crime in general
- Violence, such as riots or armed robberies
- Problems in neighbouring countries
- International political conditions (Any 4 × 1) (4)

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QUESTION 4

4.1 4.1.1 Cango Zipline

4.1.2 Himalayas

4.1.3 Namaqualand Tour

4.1.4 District Six

4.1.5 Bungee jumping

(5 × 2) (10)

4.2 4.2.1 Adventure tourist: He enjoys adventure activities.

4.2.2 Explorer: He travels to challenging areas.

4.2.3 Mass tourist: She prefers to travel in groups.

4.2.4 Cultural tourist: He travels to learn more about history.

4.2.5 Adventure tourist: He is known as an adrenaline junkie.

(5 × 2) (10)

4.3
- To visit family and friends
- To go on holiday
- To attend business meetings, seminars and conferences
- To study
- For religious and cultural reasons
- For reasons of health (Any 4 × 2) (8)

4.4
- Tourism agencies
- Tourism centres
- Information centres
- Kiosks and curio shops (4)

4.5
- Commercial airline – An airline such as South African Airways. A reservation includes a seat, catering, free drinks and other services. The airline operates according to a specific timetable.
- Charter airline – no specific timetable, the airline can be hired for special functions. (4)

4.6 An airline that provides only the basics. It is cheaper than other airlines. (2)

4.7 Sustainable tourism can be described as activities that can be done repeatedly over a long period of time,✓ as it has benefits for the social, economic, natural and cultural environments of the area. Using attractions and the environment in such a way, that it is preserved for future generations.✓ (2)

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QUESTION 5

5.1 To divide✓ or group the consumer market into groups✓ that share common characteristics or interests.✓ (3)

5.2 18–35-year olds (2)

5.3 It ensures that the needs of the specific group of people can be satisfied. (2)

5.4 They want to experience adventurous activities,✓ discovering countries✓ and lots of fun.✓ (3)

5.5
- Excellent value for money
- A safe and secure environment
- Welcoming and friendly people
- Authentic travel experiences
- A destination that offers a relaxing experience
- Easy and accessible transport to get around
- Natural wildlife experiences
- A destination that offers experiences in history and culture

(Any FOUR relevant answers) (4)

5.6 5.6.1
- Enjoys working with people
- Good communication skills
- Good organisational skills
- Fluent in English
- Gets on well with people
- Knowledge of the area or country

(Any FOUR relevant answers) (4)

5.6.2
- Newspapers
- Department of Labour
- Employment agencies
- Friends and family
- Vacancy boards
- Career information centres
- Government departments
- Internet

(Any 4 × 1) (4)

5.6.3
- Hotel manager
- Banqueting manager
- Food and beverage manager
- Food service manager
- Restaurant manager
- Bar tender
- Room attendant
- Receptionist
- Reservations clerk
- Housekeeper
- Waiter

(Any 4 × 1) (4)

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5.6.4
- University
- University of Technology
- TVET Colleges
- Private providers
- On-the-job learning (Any 2 × 2) (4)

5.6.5
- Excellent value for money
- Safe and secure environment
- Welcoming and friendly people
- An authentic travel experience
- A destination that offers a restful and relaxing experience
- Easy and accessible transport to get around
- A destination that offers a historical/cultural experience
- Natural wildlife experience (Any 6 × 1) (6)

5.6.6
- First-time travellers – people who travel for the first time✓ and need more assistance✓ and guidance with the planning of their tour.
- Experienced traveller – they are more organised,✓ move around more confidently,✓ are sometimes even familiar with foreign languages or customs. (4)

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TOTAL: 200

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