higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 2

(11011042)

12 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 8 pages.

NCV

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. This question paper consists of SECTION A and SECTION B.
2. SECTION A is COMPULSORY and must be answered by ALL the candidates.
3. Answer any THREE of the four questions in SECTION B.
4. Read ALL the questions carefully.
5. Number the answers according to the numbering system used in this question paper.
6. Start each question on a NEW page.
7. Write neatly and legibly.

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SECTION A (COMPULSORY)

QUESTION 1

Give ONE word or term for each of the following descriptions. Write only the word or term next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 An individual who starts a new business

1.2 A status that is established in order of importance or urgency

1.3 A behaviour or belief that is typical of a community

1.4 The time of the year, usually during the school holidays, when the largest number of tourists visit an area

1.5 Someone who plans, organises and books other people's holidays

1.6 A programme in which a person does on-the-job training while studying

1.7 A person who takes responsibility for another person's payment of debt

1.8 Studying by correspondence, for example through UNISA

1.9 The official department that deals with incoming goods and baggage

1.10 An injection to prevent someone from catching a disease

(10 × 1) **[10]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 A luxury experience has to do with attractions which offer 5-star accommodation and facilities.

2.2 A travel experience is one of the categories of tourist attractions.

2.3 Marketing is used to advertise and sell products and services.

2.4 A campaign is an organised course of action for a particular purpose.

2.5 Floor service is a place where guests or clients report on arrival at a hotel.

2.6 Turnover is the amount of money made in a business.

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2.7 An international traveller refers to any person living in the country travelling to any destination within his/her own country.

2.8 Recreation entails doing things for fun and pleasure.

2.9 A target market is a group of people that a business aims to attract.

2.10 Peace-seekers are people who enjoy doing things for fun and enjoyment.

(10 × 1) **[10]**

QUESTION 3

Use the information listed below to complete the table. Write only the answer, from the list next to the question number (3.1–3.20) in the ANSWER BOOK.

Market Theatre	Bela-Bela Leisure Resort	Basotho Cultural Village	Vulture Restaurant
Makhado	Majuba Hill	Vaal Dam	Cape Town
Vredefort Dome	Robben Island	Johannesburg	Ushaka Marine World
Bakone Malapa Open-air Museum	Durban	Huguenot Monument	Bloemfontein
In Darling	Museum Africa	Kruger National Park	Umgeni River

PROVINCE	**CITY**	**NATURAL ATTRACTION/ WORLD HERITAGE SITE**	**MAN-MADE OR CULTURAL ATTRACTION**	**SPECIAL ENTERTAIN-MENT OR SPORTING EVENT**
Free State	3.1	3.6	3.11	3.16
Gauteng	3.2	3.7	3.12	3.17
KZN	3.3	3.8	3.13	3.18
Western Cape	3.4	3.9	3.14	3.19
Limpopo	3.5	3.10	3.15	3.20

(20 × 1) **[20]**

QUESTION 4

Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–F) next to the question number (4.1–4.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.1	Individual tourist	A	travels inside his/her own country
4.2	Inbound tourist	B	leaves South Africa to visit another country
4.3	Outbound tourist	C	makes his/her own travel arrangements
4.4	Domestic tourist	D	comes into South Africa from another country
4.5	Eco-tourist	E	travels outside his/her own country for a day
		F	visits natural attractions such as botanical gardens

(5 × 1) (5)

4.6 Name any FIVE career opportunities in the tourism industry. (5)
[10]

TOTAL SECTION A: 50

SECTION B

Answer any THREE of the four questions in SECTION B.

Start each question on a NEW page.

QUESTION 5

5.1 Define the term *economic growth*. (3)

5.2 Give SEVEN characteristics of good transport for tourists. (7)

5.3 Name, and explain, the THREE main sectors of tourism. Give an example of each. (3 × 3) (9)

5.4 State FIVE roles and functions of the Association of South African Travel Agents (ASATA). (5 × 2) (10)

5.5 Define the term *currency.* (1)

5.6 Give FIVE negative impacts of tourism on the environment. (5)

5.7 Give FIVE ways in which one can enhance the needs/experience of a tourist. (5)

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5.8 Differentiate between the following:

5.8.1 Inbound tour operator

5.8.2 Outbound tour operator

(2 × 2) (4)

5.9 Give SIX examples of printed sources of information. (6)

[50]

QUESTION 6

6.1 Give FIVE of the most common reasons why customers are unhappy with services. (5 × 2) (10)

6.2 Explain the following types of tourist attractions:

6.2.1 Natural

6.2.2 Historical

6.2.3 Local experience

(3 × 2) (6)

6.3 Decode the following acronyms and abbreviations:

6.3.1 FEDHASA

6.3.2 CAA

6.3.3 RETOSA

6.3.4 SACCC

6.3.5 TLC

(5 × 1) (5)

6.4 Name the FIVE stages of the product life cycle, and briefly describe each stage. (5 × 2) (10)

6.5 Define the following terms:

6.5.1 Tourist

6.5.2 Market segmentation

(2 × 2) (4)

6.6 Name any FIVE sectors of the hospitality industry. (5)

6.7 How should employers react when customers complain about poor service?

(5 × 2) (10)

[50]

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QUESTION 7

7.1 Define the term *tourism*. (3)

7.2 Name the province in which each of the attractions below are found, and also give the capital city of each of these provinces.

7.2.1 Isimangaliso Wetland Park

7.2.2 Victoria and Alfred Waterfront

7.2.3 Addo Elephant National Park

7.2.4 The Big Hole

7.2.5 Sun City

(5 × 2) (10)

7.3 Give any FIVE questions you would ask a tourist in order to identify his/her needs. (5)

7.4 Give FIVE reasons why people travel. (5)

7.5 Describe how the travel and tourism industry contributes to economic growth with regard to the following:

7.5.1 Job opportunities

7.5.2 Income generation

7.5.3 Promoting cultural awareness

(3 × 3) (9)

7.6 Briefly explain what the role is of South African Tourism (SAT). (3)

7.7 Indicate whether the items listed below fall under the PRIVATE sector or the PUBLIC sector. Write only 'private' or 'public' next to the question number (7.7.1–7.7.5) in the ANSWER BOOK.

7.7.1 Catering services

7.7.2 Craft shops

7.7.3 Ports and airports

7.7.4 Department of Home Affairs

7.7.5 Couriers

(5 × 1) (5)

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7.8 Explain the difference between *inbound* tourism and *outbound* tourism. (2 × 2) (4)

7.9 What options are available to finance Tourism studies? (4)

7.10 What is the difference between a *hotel* and a *lodge?* (2 × 1) (2)
[50]

QUESTION 8

8.1 'Tourism is often seen as the miracle cure for South Africa's economic problems'.

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

8.2 Define the term *sustainable tourism.* (2)

8.3 Give FOUR key functions and roles of a provincial tourism department. (4)

8.4 Name FIVE places where one can obtain information about different tourist attractions. (5)

8.5 Name the FOUR main functional areas within the hospitality industry. (4)

8.6 Name, and explain, the FIVE factors that support sustainable tourism. (5 × 2) (10)

8.7 Indicate the type of tourism each of the following represents:

8.7.1 Travelling to or visiting historical or industrial sites.

8.7.2 Travelling to or visiting sites associated with death and suffering.

8.7.3 Visiting wine-growing regions, vineyards, wineries, tasting rooms and wine festivals for the purpose of consuming or purchasing wine.

(3 × 1) (3)

8.8 Explain the difference between *natural resources* and *man-made* resources, and give an example of each. (2 × 2) (4)

8.9 Explain why it is important to improve service standards in the tourism industry. (3)

8.10 Give FIVE factors that could negatively affect the hospitality industry. (5)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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