higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 2

8 December 2020

This marking guideline consists of 8 pages.

Copyright reserved

QUESTION 1

1.1 Heritage refers to all the things that have been left to us by past generations and define who we are. (2)

1.2 UNESCO✓ United Nations Educational, Scientific and Cultural Organisation✓ (2)

1.3 Robben Island (1)

1.4 KwaZulu Natal (1)

1.5 False✓ The couple came from Britain to South Africa, thus they are international tourists.✓✓ (1 + 2) (3)

1.6.1 Advantages:
- Income generator: Tourists spend money in the local community for services rendered.
- Economic development: Tourists bring foreign currency into the country, which is then used to develop the area, infrastructure, etc.
- Employment: The more tourists are travelling to a country; the more job opportunities are created. (3 × 1) (3)

1.6.2 Disadvantages:
- Overdependence on tourism: The local community might start to rely 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 × 1) (3)

1.7
- Internet
- E-mail advertising
- Travel Agency computerised databases
- Media: Television/Radio
- Hotel guides
- Brochures
- Magazines
- Newspapers
- Flyers
- GSA (Any relevant 4 × 1) (4)

1.8 They want to experience some of South Africa's heritage. (1)

1.9
- Excellent value for money
- Safe and secure environment
- Welcoming and friendly people
- An authentic travel experience
- Offers rest and relaxed experience
- Easy and accessible transport
- Excellent year-round travel
- Natural wildlife experience
- Rich in culture and history (Any relevant 4 × 1) (4)

Copyright reserved

1.10
- Air pollution✓ caused by emissions from jet aircraft, bus engines, coaches and cars✓
- Noise pollution✓ caused by tourists in night clubs or other noisy activities✓
- Water pollution✓ caused by dumping garbage on beaches, picnic sites, rivers✓ (3 × 2) (6)

1.11
- Suggesting places to visit
- Suggesting activities to do at the identified destinations
- Identifying transport and accommodation to suit their budget
- Providing clients with information about specific places
- Suggesting alternative options that the couple could consider (5 × 2) (10)

[40]

QUESTION 2

2.1
2.1.1 F
2.1.2 A
2.1.3 C
2.1.4 E
2.1.5 G (5 × 2) (10)

2.2 2.2.1
- Accommodation
- Transport
- Services (3)

2.2.2
- Accommodation: City Lodge V&A Waterfront
- Transport: SAA flight, Avis car rental
- Services: Entrance tickets to attractions (3)

2.2.3 (a) The receptionist was unfriendly✓ and unhelpful.✓ (2 × 1) (2)

(b)
- Customers will not return for repeat business.
- Customers will not recommend the hotel to friends and family.
- This will result in a loss of business.
- It will also result in a loss of money.
- It will result in staff losing their jobs. (Any relevant 4 ×1) (4)

(c)
- Front of house
- Accommodation services
- Food and drink services
- Food preparation (4)

(d)
- General crime
- Violence such as riots or armed robberies
- Problems in neighbouring countries
- International political conditions
- Service reputations
- Value of the rand
- Natural disasters such as floods
- Weather conditions causing some hospitality services to experience a low season (Any 4 × 1) (4)

(e)
- Memo:✓ The receptionist sends a memo to all staff in all departments.✓
- Arrival and departure lists:✓ These lists are prepared one day in advance showing all guests due to arrive. It is given to housekeeping, porters, guest serving and kitchen staff.✓
- Guest/House lists:✓ These lists are prepared and distributed to all departments.✓
- Departmental notifications:✓ When a guest changes rooms all departments must be notified.✓
- Function/Tour list/Ten-day forecast:✓ These include lists of events booked 10 days in advance.✓ (5 × 2) (10)

[40]

QUESTION 3

3.1 Natural attractions are found in natural environment and formed in nature. Human-made attractions are built by people for a specific reason. (2 + 2) (4)

3.2
3.2.1 Socio-cultural
3.2.2 Natural
3.2.3 Socio-cultural
3.2.4 Human-made
3.2.5 Natural (5 × 2) (10)

3.3 3.3.1 A wholesaler is also known as a tour operator. Wholesalers purchase products or services from suppliers and combine it to sell it as a package. (2)

3.3.2 Inbound tour operators specialise in bringing tourists to a host country. Outbound tour operators specialise in sending tourists from the host country to international destinations. (2 + 2) (4)

3.4 3.4.1 Cape Floral Region
3.4.2 Cradle of Humankind
3.4.3 uKhahlamba Drakensberg Park
3.4.4 Vredefort Dome
3.4.5 Mapungubwe Cultural Landscape
3.4.6 Robben Island

(6 × 1) (6)

3.5 3.5.1 Advertising and convincing customers to buy your product or service.

3.5.2 Breaking up the market into smaller segments with similar characteristics.

(2 × 2) (4)

3.6
- Tourism agencies are companies that provide information regarding different places, e.g. tour operators.
- Tourism centres are located at specific tourist attractions and provide information about specific facilities.
- Information centres in different towns or cities, provide information on local accommodation options and attractions.
- Kiosks and curio shops sell local souvenirs, but also display local maps and brochures. (Any 3 × 2) (6)

3.7
- Better understanding the needs of the group.
- Providing a product or service to satisfy the need of the group.
- Satisfying the need of the group which will ensure return business.
- Growing the business and making profit. (4 × 1) (4)

[40]

QUESTION 4

4.1 4.1.1 Launch/Introductory phase
Reason: Peter recently started his own transport company. (1 + 2) (3)

4.1.2
- Growth
- Maturity
- Decline
- Saturation (4)

4.1.3
- Growth phase: More customers are aware of your product/ service.
- Maturity: The product/service is well known in the market.
- Decline: There is an increase in competition and less customers use your product/service.
- Saturation: There is an increase in competitors and new interest must be created to attract increased sales. (4 × 2) (8)

4.2 4.2.1 Public providers involve services and support systems provided by government-controlled facilities. Private providers involve services and support systems provided by privately owned individuals or companies. (2 + 2) (4)

4.2.2
- Public: OR Tambo International Airport,✓ Department of Home Affairs✓
- Private: MDS VisaPak,✓ Sunset Guesthouse✓ (2 + 2) (4)

4.3 4.3.1 Automobile Association
4.3.2 Guest House Accommodation of Southern Africa
4.3.3 Tourism Business Council of South Africa
4.3.4 Federated Hospitality Association of Southern Africa
4.3.5 Civil Aviation Authority (5 × 1) (5)

4.4 4.4.1
- Facilitating and implementing tourism policies.
- Coordinating tourism development plans and actions of all interested parties.
- Planning and making policies on national, regional and local levels of tourism.
- Regulating and monitoring the existing strategies and plans for tourism development.
- Developing the promotion of tourism including all tourism destinations, communications and major projects. (Any 3 × 2) (6)

4.4.2
- Increasing international tourist numbers.
- Increasing export earnings.
- Helping provinces by marketing them.
- Promoting a national tourism culture and environmental awareness.
- Developing and promoting a unique African experience.
- Offering visitors, a quality experience.
- Working closely to all roleplayers in the tourism industry.
- Promoting South Africa as a tourist hub. (Any 3 × 2) (6)

[40]

QUESTION 5

5.1
- Nature guiding✓ that includes tours to beaches, hiking trails, nature reserves, botanical gardens, etc.✓
- Cultural guiding✓ that includes storytelling, township tours, shebeen crawling, museums or cultural sites, etc.✓
- Adventure guiding✓ that includes skiing, river rafting, mountain climbing, bungee jumping, etc.✓ (3 × 2) (6)

5.2
- Meet the tour group.
- Take the group on a tour and explain all features of the destination.
- Provide the group with extra information about the surrounding area.
- Assist the group with additional reservations.
- See the group off at the end of the tour. (Any 4 × 1) (4)

5.3
- Driving the tourism industry in the province.
- Developing tourism facilities.
- Liaising with the DEAT on national policies and legislation.
- Maintaining tourism facilities within the province. (4)

5.4
- Visiting family and friends
- Going on holiday
- Attending business meetings, exhibitions or conferences
- Studying
- Religious or cultural reasons
- Health reasons (Any relevant 4 × 1) (4)

5.5 Market segmentation ensures that the business understands the wants and needs of the customer better.✓ Customers will receive what they want and need.✓ (2 × 1) (2)

5.6 Big-budget tourists choose more expensive components✓ of their holiday and expect value for their money.✓ Small-budget tourists prefer to travel on a low budget✓ and will not consider expensive options and components for their holiday. Their expectations in terms of facilities and services are lower.✓ (2 + 2) (4)

5.7
- Newspapers
- Department of Labour
- Employment agencies
- Vacancy boards
- Career information centres
- Government departments
- Friends and family
- Internet (Any 4 × 1) (4)

5.8 Conservation involves taking care of the environment✓ and studying natural ecosystems and habitats.✓ (2)

5.9
- Enjoy working with people
- Good organisational skills
- Good communication skills
- Aptitude for figures
- Fluent in English
- Wide general knowledge of the country
- Knowledge of the attraction or area where operating (Any relevant 5 × 2) (10)

[40]

TOTAL: 200

Copyright reserved