higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 3

XX February 2020

This marking guideline consists of 8 pages.

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QUESTION 1

1.1
- Accessibility for disabled visitors (wheel chairs, facilities for deaf people)
- Availability of breakaway rooms
- Exhibition space
- Delivery space (4)

1.2
- The distance from home
- Start-up costs
- Environmental factors
- Capital
- The need for training and education
- The viability of the self-employment opportunity as a successful business (6)

1.3 1.3.1 Business magazines: They feature stories about successful entrepreneurs in South Africa and around the globe.✓ They also give useful tips about how to start a business and maintain it.✓

1.3.2 Internet: There are various search engines that can be used to search for information on the Internet.✓ Google Search, for instance, might give a lot of sites on the requested information.✓

1.3.3 Newspapers: The Yellow Pages lists almost all products and services that small businesses can provide.✓ By reading the reference index at the end of the Yellow Pages, you can find out about the products and the services in a short space of time.✓

1.3.4 Speaking to personal contacts: Talk to your family members, friends, colleagues and business people✓ and find out whether they have come across possible small business ideas.✓

(4 × 2) (8)

1.4
1.4.1 True
1.4.2 False
1.4.3 True
1.4.4 True
1.4.5 True
1.4.6 False
1.4.7 False
1.4.8 True
1.4.9 False
1.4.10 True

(10 × 1) (10)

1.5
1.5.1 Collision damage waiver
1.5.2 Theft loss waiver
1.5.3 Super collision damage waiver
1.5.4 Super theft loss waiver
1.5.5 Personal accident insurance

(5 × 1) (5)

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1.6 1.6.1 D
1.6.2 E
1.6.3 A
1.6.4 F
1.6.5 B
1.6.6 C
1.6.7 G

(7 × 1) (7)
[40]

QUESTION 2

2.1 2.1.1 Local and international tourists are cancelling their trips to Cape Town.✓ Prospective visitors are concerned about the water crisis✓ and contingency plans for day zero.✓ As long as there is uncertainty about the water crisis, there will be an impact.✓ Both small and big businesses will feel the pinch if tourists cancel trips, and it might result in serious job losses.✓ (5)

2.1.2 **'We are open for business as tourism'**

South African Tourism, the Western Cape province and the city of Cape Town are committed to ensuring that our visitors, both local and international, enjoy their stay in Cape Town.✓ All tourist areas have enough water for your comfort✓ and are not affected by the water crisis situation.✓ Cape Town's number one priority is for all our visitors to feel welcome and comfortable as they visit our iconic sights✓ and use our conference venues and accommodation.✓ (5)

2.1.3 10 million tourists (1)

2.1.4
- Table Mountain
- Robben Island
- Long sandy beaches
- Natural beauty (4)

2.1.5 They travel all over Cape Town and South Africa to promote Cape Town.✓ They have partnered with New York City✓ and company to promote the city's tourism abroad.✓ The city's main attractions will appear on 62 bus shelters✓ and 1 000 outdoor Link kiosks across New York's five boroughs.✓ (5)

2.1.6 It is the responsibility of all the residents and businesses in Cape Town to ensure that they use water sparingly.✓ They should use minimal water in their households✓ and recycle water, for example by using bath water to flush toilets and water gardens.✓ They should also collect water from the designated points to avoid using too much water from taps.✓ They must report any leakages that might result in water wastage.✓ (5)

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2.2 2.2.1 Social environment: Also known as the socio-cultural environment,✓ it refers to the people who live in a society and, more specifically, how they live.✓ Religion and culture determine what foods people eat, what clothes they wear and how they spend their holidays.✓

2.2.2 Economic environment: It is the world of money and financial matters.✓ It refers to the general economic state of a country.✓ It deals with matters such as inflation, currency value and exchange rates.✓

2.2.3 Technological environment: Almost every tourism business today uses a computer in their day-to-day functioning.✓ A large number of tourists have adopted the online way of doing things.✓ If a business does not have an e-mail address or a website where online enquiries or bookings can be made, it will lose customers to other competitors who are online.✓

2.2.4 Demographic environment: Demography is the study of human population✓ in terms of its size, density, location, gender, race, occupation and other statistics.✓ The composition and dispersion of the population has an influence on the labour market and business.✓

2.2.5 Physical environment: This includes the natural resources of a country, such as water, soil, animals, plants and minerals.✓ People rely on the physical environment for survival.✓ The food produced in a country is dependent on the physical environment.✓

(5 × 3) (15)
[40]

QUESTION 3

3.1

EVENTS	CITY/LOCATION	PROVINCE
1. East London Show	(a) East London	(b) Eastern Cape
2. Parys Arts Festival	(c) Parys	(d) Free State
3. Jozi Book Fair	(e) Johannesburg	(f) Gauteng
4. Comrades Marathon	(g) Pietermaritzburg/Durban	(h) KwaZulu-Natal
5. Sardine Run	(i) Durban	(j) KwaZulu-Natal
6. Magoebaskloof Spring Festival	(k) Haenertsburg	(l) Limpopo
7. Innibos Kunstefees	(m) Nelspruit	(n) Mpumalanga
8. Aardklop National Arts Festival	(o) Potchefstroom	(p) North West
9. Ghaap RiverXtreme	(q) Kimberley	(r) Northern Cape
10. Knysna Speed Festival	(s) Knysna	(t) Western Cape

(20 × 1) (20)

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3.2
- You need a business licence, which is obtainable from the municipality.
- You will have to register the name of your business and its premises at the regional council.
- You must register for tax at SARS.
- You must register at the Department of Labour for unemployment insurance if you employ workers.
- You must adhere to the health and safety regulations. (Any 4 × 1) (4)

3.3 Accurate costing is essential to make sure that the business is profitable.✓ Anything that is bought for the business to run successfully (for example, stationery) must be done carefully.✓ To establish the cost of the business, start by calculating the fixed costs✓ and variable costs.✓ (4)

3.4

NATURE OF BUSINESS	OPPORTUNITIES IN THE PHYSICAL ENVIRONMENT	THREATS IN THE PHYSICAL ENVIRONMENT
Game farm	Wild animals on the farm	Soil erosion
Beach lodge	Beach where tourists can swim	Tsunami/hurricane
Bush camp	Hiking trails	Wild fire

(6 × 2) (12)
[40]

QUESTION 4

4.1 Durban International Convention Centre/Inkosi Albert Luthuli International Convention Centre (1)

4.2 4.2.1 A business is a business because of customers. If the business is situated in a place where there is poor road infrastructure, customers will not be able to reach it.✓ The business will lose profit and ultimately close down.✓

4.2.2 Consumers are the potential customers for the business.✓ They are the people who buy the product or use the service provided by a business.✓ For consumers to reach a particular business at a destination, there must be good road and transport infrastructure.✓ Poor road infrastructure will hinder customers from reaching a particular business.✓ (Any 2 × 1)

4.2.3 Suppliers supply businesses with raw material. For example, the restaurant manager gets food products from the supplier.✓ If the business is situated in an area with poor road infrastructure, the supplier will fail to deliver products on time.✓ The business will lose customers.

(3 × 2) (6)

4.3 4.3.1
- How much does the venue cost?
- Are equipment and technical facilities available?
- Are catering facilities available?
- What is the size of the exhibition space? (4)

4.3.2
- The interviewer can record the information immediately.
- The interviewee can answer the questions honestly and also ask additional questions if they do not understand.
- The interviewee can be pre-screened to make sure that they are suitable for the face-to-face interview. (3)

4.3.3
- Level of employment
- Currency value
- Customer income
- Productivity
- Economic growth

(Any 4 × 1) (4)

4.3.4

Durban Event Company
PO Box 333
Durban
1000✓

Dear Attendee,✓

You are cordially invited to our annual Tourism Indaba.✓ We are delighted to confirm the date and venue as follows: 9–12 May 2019,✓ Inkosi Albert Luthuli Convention Centre, Durban.✓

Accommodation is available at Hilton Hotel at R4 000 per room.✓ Should you need transport between the airport, hotel and venue, please note that there will be a shuttle service at 30-minute intervals between the three points.✓✓

We would appreciate it if you could RSVP to Bongani by sending an e-mail to bongani@tourismindaba.co.za✓

Yours Sincerely

Bongani Ndaba

✓Event Organiser

(Any relevant letter) (10)

4.4 4.4.1 Most vegetarians do not eat meat. There are some who eat fish and chicken but do not eat red meat.✓ Others eat no meat but will eat eggs. Some exclude meat and all dairy products.✓ It is important that the vegetarian food is served separately from the meats.✓

4.4.2 Kosher food is eaten by people who belong to the Jewish faith.✓ No pork is allowed.✓ Meat and milk products may not be eaten together or served on the same plate.✓

4.4.3 Halal food is food that has been blessed by an Imam, and is it eaten by people of the Muslim faith.✓ When preparing food for functions or events, it must be ordered from specified companies.✓ Containers may not be opened, and food is eaten from the container.✓

(3 × 3) (9)

4.5 Intermediaries are the middlemen who make sure that the products get from the producer to the consumer. (2)

4.6 Travel agent/tour operator (1)
[40]

QUESTION 5

5.1
5.1.1 C
5.1.2 B
5.1.3 D
5.1.4 A
5.1.5 C
5.1.6 D
5.1.7 A
5.1.8 B
5.1.9 C
5.1.10 D

(10 × 1) (10)

5.2
- The people become richer
- New businesses open up
- Infrastructure is upgraded
- Foreign investors bring money
- The currency is strong (5)

5.3 5.3.1 High level of employment: In countries where the majority of the people are employed, productivity levels are high.✓ This means that goods are produced in very large quantities because the demand to buy these goods is high.✓ Technology is also advanced,✓ infrastructure is in place and few people are poor.✓ In developed countries, new businesses open up and there is a lot of new development.✓

5.3.2 Strong currency value: The strength of a country's economy affects the value of its money.✓ Developed countries have a strong currency.✓ This means their money is worth a lot in international markets.✓ If the currency is strong, it means that the money has more value than that of another currency.✓✓

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5.3.3 Customer income: Economy has to do with money, specifically how much money the consumer has to spend.✓ A consumer's ability to buy a product depends on their purchasing power.✓ Customers use disposable income, which is the money they have left after all expenses are paid, to spend on leisure activities such as holidays.✓ The travellers are categorized according to how much money they earn.✓ The income groups used are upper class, middle class and lower class. Each of these groups has a specific disposable income and travel needs.✓

5.3.4 Productivity: This is a measure of how hard people work.✓ The business becomes productive if the workers work hard to produce more units✓ or to provide a better, quicker service.✓ In a tourism business, productivity means that the customer's needs are met.✓ For example, in the accommodation sector, rooms are cleaned and prepared on time before the next guests arrive.✓

(4 × 5) (20)

5.4
- Computers
- Fax machines
- Internet
- Online reservation systems
- Ticket printers
- Email

(Any 5 × 1) (5)

[40]

TOTAL: 200

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