higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 3

(11011043)

3 March 2020 (X-paper)
09:00–12:00

This question paper consists of 10 pages.

241Q1S2003

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TIME: 3 HOURS
MARKS: 200

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Write neatly and legibly.

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QUESTION 1

1.1 There are many event venues to choose from. Some venues offer facilities such as microphones and speakers. However, there are other facilities that may or may not be included at the venue.

Identify FOUR facilities that may or may not be included when you book a venue. (4)

1.2 You need to decide on a suitable business opportunity before applying for funding.

Name SIX important factors you need to keep in mind when evaluating the information obtained about your business idea. (6)

1.3 Advise your friend, who wants to start a tourism business, on how he should use the following sources of information to research a viable business idea.

1.3.1 Business magazines

1.3.2 Internet

1.3.3 Newspapers

1.3.4 Speaking to personal contacts

(4 × 2) (8)

1.4 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.4.1–1.4.10) in the ANSWER BOOK.

1.4.1 To indicate a waterfall on a map, two parallel blue lines are usually drawn across the river line.

1.4.2 A cross symbol on the top of a building on a map usually indicates a hospital.

1.4.3 The bigger the airplane is on the map, the bigger and the more important the airport is.

1.4.4 Large events attract a lot of tourists and create job opportunities.

1.4.5 Disease outbreaks pose a threat to tourists.

1.4.6 If inflation is high, the value of the rand is high.

1.4.7 Economic growth is bad for tourism.

1.4.8 Physical disasters can cause destruction on a large scale.

1.4.9 Legislation is a set of rules laid down by a business owner.

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1.4.10 Consultants in a travel agency need to have communication and telephone skills.

(10 × 1) (10)

1.5 Give ONE word or term for each of the following descriptions by writing it next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

1.5.1 This insurance is taken out in case the driver is involved in an accident.

1.5.2 This insurance is taken out in case the vehicle is stolen.

1.5.3 This insurance covers the full excess amount when the vehicle is damaged.

1.5.4 This insurance covers all excess amounts if the car is stolen.

1.5.5 This insurance covers death, injury or permanent disability to a maximum amount stipulated in the rental agreement.

(5 × 1) (5)

1.6 Choose a currency from COLUMN B that matches a country in COLUMN A. Write only the letter (A–G) next to the question number (1.6.1–1.6.7) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.6.1	Japan	A	ZAR
1.6.2	India	B	Dollar
1.6.3	South Africa	C	Pound
1.6.4	Nigeria	D	Yen
1.6.5	Zimbabwe	E	Rupee
1.6.6	Britain	F	Euro
1.6.7	France	G	Naira

(7 × 1) (7)

[40]

QUESTION 2

Read the following article and answer the questions.

CAPE TOWN WATER CRISIS THREATENS TOURISM INDUSTRY



CAPE TOWN – The water crisis in the Western Cape, which could run out of supply in April if there are no rains, has hit the key tourism sector, an industry official said on Friday.

'We have been informed by our members that they have been receiving cancellations from both international and domestic travellers,' Cape Town Tourism CEO Enver Duminy told the African News Agency.

Prospective visitors have questions and are looking for clarity regarding the water crisis and contingency plans for day zero. As long as there is uncertainty about the water crisis, there will be an impact.

Besides the hotels, tourism businesses are acutely aware of the need for water conservation.

Cape Town's water shortage is turning international tourists away. A city twinning agreement between New York City and Company and Cape Town Tourism kicks off on Monday. The local industry says it has back-up plans for tourists.

Around 10 million tourists visited Cape Town last year, drawn by the city's iconic sights, such as Table Mountain, Robben Island and its long sandy beaches and natural beauty.

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However, international coverage of the drought and day zero has turned many international tourists away, putting this billion rand industry at risk.

'There have been many queries around the water crisis, people considering cancelling their future trips, events and conferences. We have aligned our messaging, saying we are open for business as tourism. We are mindful of the impact tourism has on water, but also that we've found augmented solutions that address that,' said Enver Duminy of Cape Town Tourism.

The city's many attractions will appear on 62 bus shelters and more than 1 000 outdoor Link kiosks across New York's five boroughs. New York will be marketed to Capetonians via Cape Town Tourism's mobile visitor information centre.

'We take information to the people. We travel all over Cape Town and South Africa to promote Cape Town – from the V&A Waterfront and Maiden's Cove where we are right now,' said Cape Town Tourism's Rayaan Roberts.

Tourism is one of the mainstays of the Western Cape economy.

[Source: SABC | @SABCNewsOnline]

2.1.1 Discuss how the water crisis in Cape Town affects the tourism sector. (5)

2.1.2 Using the heading 'We are open for business as tourism', write a statement that will be published on the tourism website and convince tourists that the water crisis will not affect them. (5)

2.1.3 How many tourists visited Cape Town in the previous year? (1)

2.1.4 Identify FOUR iconic sights that mainly attract tourists to Cape Town. (4)

2.1.5 Explain the current marketing strategies used by the city to attract more tourists. (5)

2.1.6 What should the locals do to save water and ensure that tourism does not suffer? Substantiate your answer. (5)

2.2 Briefly discuss how the following categories of a macro environment have an impact on the tourism industry.

2.2.1 Social environment

2.2.2 Economic environment

2.2.3 Technological environment

2.2.4 Demographic environment

2.2.5 Physical environment

(5 × 3) (15)

[40]

QUESTION 3

3.1 Complete the table below:

EVENTS	CITY/LOCATION	PROVINCE
1. East London Show	(a)	(b)
2. Parys Arts Festival	(c)	(d)
3. Jozi Book Fair	(e)	(f)
4. Comrades Marathon	(g)	(h)
5. Sardine Run	(i)	(j)
6. Magoebaskloof Spring Festival	(k)	(l)
7. Innibos Kunstefees	(m)	(n)
8. Aardklop National Arts Festival	(o)	(p)
9. Ghaap RiverXtreme	(q)	(r)
10. Knysna Speed Festival	(s)	(t)

(20)

3.2 Name FOUR legal requirements that must be complied with when starting a business. (4)

3.3 State important information with regard to start-up costs for small business opportunities. (4)

3.4 Complete the following table by indicating the opportunities and threats created by the physical environment for the listed businesses.

NATURE OF BUSINESS	OPPORTUNITIES IN THE PHYSICAL ENVIRONMENT	THREATS IN THE PHYSICAL ENVIRONMENT
Game farm		
Beach lodge		
Bush camp		

(6 × 2) (12)

[40]

QUESTION 4

You are working for an events company in charge of organising the annual tourism indaba in Durban.

4.1 Identify a venue that will be suitable for hosting the tourism indaba in Durban. (1)

4.2 Tarred roads connect all major and most minor towns as part of infrastructure. Improvement of infrastructure, such as roads and railway lines, enables a reliable means of transport to flourish.

How would poor infrastructure, such as roads, influence the following?

4.2.1 The business

4.2.2 Consumers

4.2.3 Suppliers

(3 × 2) (6)

4.3 Your manager has requested you to travel to Durban to meet the management of the venue.

4.3.1 State FOUR questions you will ask them as part of your preparations to acquire the venue. (4)

4.3.2 Give THREE advantages of conducting face-to-face interviews. (3)

4.3.3 List FOUR factors of the economic environment that will have an impact on your business. (4)

4.3.4 Prepare an invitation to attendees in the form of a letter, informing them of the date, venue, accommodation and shuttle service, and provide an RSVP date. (10)

4.4 You are in charge of planning a menu for the guest speakers and government dignitaries who will be attending the event. Select the menu and describe what you will consider for the following diets:

4.4.1 Menu for vegetarians

4.4.2 Menu for kosher food

4.4.3 Menu for halal food

(3 × 3) (9)

4.5 Define the word *intermediaries.* (2)

4.6 Give ONE example of a tourism-related intermediary. (1)

[40]

QUESTION 5

5.1 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 (5.1.1–5.1.10) in the ANSWER BOOK.

5.1.1 Human-made attractions include …

A rivers.
B mountains.
C museums.
D beaches.

5.1.2 An example of cultural tourism in South Africa:

A Shopping malls
B KwaZulu-Natal battlefields
C Hector Pieterson Square
D Robben Island

5.1.3 Drug abuse is a … problem.

A political
B church
C environmental
D social

5.1.4 A living room connected to one or more bedrooms is called a …

A suite.
B duplex.
C studio.
D cabana.

5.1.5 TWN is a code for a …

A room with twin beds and bath.
B room with twin beds and shower.
C twin bedded room.
D triple bedded room.

5.1.6 Includes accommodation only and no meals:

A CP
B IP
C AP
D EP

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5.1.7 Includes accommodation and breakfast, and lunch or dinner can be added:

A MAP
B À la carte
C CP
D AP

5.1.8 This association was formed to promote professional service with security for members and clients:

A DBSA
B ASATA
C CATHSSETA
D DEAT

5.1.9 Establishments that primarily provide food services:

A Hotels
B Tour guides
C Restaurants
D Tour operators

5.1.10 The abbreviation for small, medium and micro enterprises:

A SEEM
B SMEM
C SMEE
D SMME

(10 × 1) (10)

5.2 Name FIVE characteristics of economic growth. (5)

5.3 Discuss the influence of the economic environment on a business by using the following economic factors:

5.3.1 High level of employment

5.3.2 Strong currency value

5.3.3 Customer income

5.3.4 Productivity

(4 × 5) (20)

5.4 Give FIVE examples of technology that can be used in a travel office. (5)
[40]

TOTAL: 200

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