higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 3

(11011043)

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

This question paper consists of 13 pages.

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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. Start each question on a NEW page.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 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 (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 Economic environment deals with issues of …

A social trends.
B culture.
C exchange rates.
D politics.

1.1.2 Attractions that are constructed by humans include …

A beaches.
B museums.
C fauna.
D the Big Five.

1.1.3 Example of mega event that will attract more tourists to a country is …

A opening of parliament.
B premier soccer leagues.
C youth day commemoration.
D Olympic games.

1.1.4 Small economy cars seat up to …

A four people.
B five people.
C two people.
D three people.

1.1.5 The income that is earned in a tourism business is called …

A allowance.
B stipend.
C profit.
D salary.

(5 × 1) (5)

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1.2 Choose a/an item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–O) next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	This kind of research helps to develop a vague idea into a practical one	A	physical disasters
1.2.2	WTTC	B	inflation
1.2.3	Used to obtain information from sources in the tourism industry	C	cultural events
1.2.4	A legal person with his/her own distinct legal personality and identity	D	linear
1.2.5	Analyses the target market to discover customer behavior	E	on-line reservation systems
1.2.6	Supply assistance to new or prospective entrepreneurs with a list of resources for funding and grants	F	exploratory research
1.2.7	Money used in a specific country	G	social problems
1.2.8	Disrupts the lives of people in general and the tourism industry	H	SEDA
1.2.9	Drug abuse influence society negatively	I	currency
1.2.10	Technology used in tourism business	J	Internet
1.2.11	Affects the cost of goods and services	K	tourism business
1.2.12	South African Airways	L	company
1.2.13	Events of this nature include food, music and dancing	M	Cape Town International Convention Centre
1.2.14	Conference facility	N	market Research
1.2.15	This scale shows a line that is subdivided to show distance between two objects	O	World Travel and Tourism Council

(15 × 1) (15)

1.3 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

1.3.1 Notes compiled during a meeting

1.3.2 Consists of cereal, bacon or ham and eggs, toast, jam, tea and coffee.

1.3.3 Basic rate for renting a car for a 24-hour period

1.3.4 The study of human population in terms of its size, density, location, gender, race, occupation and other statistics

1.3.5 A set of rules laid down by the government which must be adhered to according to labour regulations

(5 × 1) (5)

1.4 1.4.1 Give and explain FOUR socio-cultural factors that influence the business. (4 × 2) (8)

1.4.2 Explain what the term 'consumer' means in the tourism industry. (1)

1.5 Describe the self-employment opportunities offered by the following types of companies.

1.5.1 Sole trader

1.5.2 Private company

1.5.3 Close corporation

(3 × 2) (6)

[40]

TOTAL SECTION A: 40

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SECTION B

QUESTION 2

Read the extract below and answer the questions.

TECHNOLOGY USED IN HOSPITALITY AND TOURISM

by Elizabeth Smith

Technology plays an important role in the hospitality and tourism industry. Both customers and businesses can benefit from advances in communication, reservations and guest services systems. Technology allows continuous communication and streamlines the guest experience, from reservation to checkout.

Internet

The Internet has a powerful impact on hospitality and tourism. For many businesses and locations, the experience starts long before a traveller arrives – it begins with the first visit to the website, when a person sees photos of the location and gets a sense of what to expect. In the hospitality and tourism business, effective use of Internet technologies can improve revenue. Websites, blogs, online advertising, social media, online ordering and information repositories all help convince customers to choose a location or business.

Reservations Systems

Booking engines to allow easy access by consumers and travel professionals; the systems enable individuals to make reservations and compare prices. Many, like Expedia and Orbitz, are available through online interfaces. Booking engines cut costs for travel businesses by reducing call volume and give the traveller more control over their purchasing process.

Computer Systems

Because many tourism businesses are large and dispersed, they use computer systems to stay connected. Computer systems allow communication between branches and locations which makes it easier to streamline reservations and cross-company policies. They are also used internally to keep all of the staff on the same page and make it easier to access information that can improve the guest experience. Guest preferences, housekeeping information and reservation details can all be kept on a single system.

Mobile Communication

Many travellers take some form of mobile communication device with them on the road, whether it is a tablet computer or a mobile phone. To keep customers advised of changes many tourism and hospitality businesses use mobile communication; they send delay notices, offer deals and sponsor location-based advertising. Depending on the type of business the communication might happen through emails, text messaging or GPS tagging, for example.

[Source: *www.enca.com*]

2.1 Identify THREE ways in which customers and businesses can benefit from using technology. (3)

2.2 Explain how accommodation business can benefit from using the following types of technology:

2.2.1 Internet

2.2.2 Reservation System

2.2.3 Computer System

2.2.4 Mobile Communication Devices

(4 × 2) (8)

2.3 Identify from the extract TWO mobile communication devices that businesses can use to communicate with the customer that is already on the road. (2)

2.4 Identify FOUR types of information businesses can send customers using mobile technology. (4)

2.5 Explain how you will use the following technological resources in your business. Compare the advantages and disadvantages in a tabular format:

2.5.1 Fax

2.5.2 Text Messaging

2.5.3 GPS tagging

(3 × 2) (6)

2.6 Briefly discuss how the customer income may influence his usage of technology on travel, keeping in mind the above THREE technological resources. (6)

2.7 Which income group will most probably not be able to afford to use technology? (1)

2.8 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.8.1–2.8.10) in the ANSWER BOOK.

2.8.1 Online booking facilities have made it possible for tourists to plan and book their entire trip on their own.

2.8.2 South African currency is weaker than the British pound.

2.8.3 Inflation refers to the decrease in the price of goods and services.

2.8.4 Consumers are people who buy a product or use a service provided by a business.

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2.8.5 Crime has a definite impact on the number of tourists visiting a country.

2.8.6 Cultural events are formal in nature and entertainment is not provided.

2.8.7 Comrades marathon is held every year in Polokwane.

2.8.8 Participants of business events are likely to make a hotel booking

2.8.9 All main convention centres in South Africa are situated next to a hotel.

2.8.10 The biggest sociocultural change in South Africa has been the integration of different cultures.

(10 × 1) (10)
[40]

QUESTION 3

3.1 Identify the type of event and location where the following major events in South Africa take place.

EVENT		TYPE OF EVENT	LOCATION/CITY
3.1.1	Durban July	A	B
3.1.2	Knysna Oyster Festival	C	D
3.1.3	Cradock Agricultural show	E	F
3.1.4	Ebenezer Mile Open Swim	G	H
3.1.5	Nedbank Golf Challenge	I	J
3.1.6	Oppikoppi	K	L
3.1.7	Kaapse Klopse	M	N
3.1.8	Comrades Marathon	O	P
3.1.9	Grahamstown National Arts Festival	Q	R
3.1.10	Macufe Festival	S	T

(10 × 2) (20)

3.2 You are working as an intern at an event company. Give ONE example of the event that can be hosted at the following venues:

3.2.1 Sandton Convention Centre

3.2.2 Tzaneen Convention Centre

3.2.3 Kyalami Race Track

3.2.4 Nelson Mandela Bay Stadium

3.2.5 Blue Moon at Nelspruit

(4 × 2) (10)

3.3 Identify and explain the following symbols found on the map

3.3.1



3.3.2



3.3.3



3.3.4



3.2.5



(5 × 2) (10)
[40]

QUESTION 4

4.1 You and one of your class mates decided to register a tour operator company business as a close corporation. The name of your company is 'Wise Move Tours'.

4.1.1 Name FOUR marketing strategies you will use for the business to be successful. (4)

4.1.2 Name SIX media publications you will use to advertise your company. (6)

4.1.3 Which form of tourism has become the most popular over the last few years? (1)

4.1.4 Briefly explain what exploratory research is and give TWO examples of sources you will use as part of the research. (5)

4.1.5 Name THREE advantages of conducting personal interviews when recruiting employees. (3)

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4.2 Khula invited you and your partner to attend a workshop on how to run a successful business. The workshop will be taking place in another province far from your home. You need to hire a car to drive to the destination, arrange a room for you and your partner to share at a hotel. Your partner is suffering from diabetics and you are a vegetarian.

4.2.1 Which document is required to drive a car? (1)

4.2.2 What is the difference between 'unlimited rate' and 'weekend rate'? (2 × 2) (4)

4.2.3 Identify THREE ways that you can use to control the negative effects of inflation in your business. (3)

4.2.4 What car size is affordable and suitable for two people? (1)

4.3 You will be travelling to a province you are not familiar with.

Name FIVE precautionary measures you will take to prevent hijackings. (5)

4.4 Which dietary requirements are suitable for you and your business partner? (2)

4.5 What information will you give to the hotel to secure your booking? (5)

[40]

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QUESTION 5

Read the extract below and answer the questions.

HIKERS AND CYCLISTS WARNED TO BE VIGILANT ALONG TABLE MOUNTAIN

By: *Xolani Koyana* |

At least eight incidents of muggings or attempts, in which hikers and cyclists have been robbed, were reported in January.

CAPE TOWN – Hikers and cyclists have been warned to be vigilant along the Table Mountain chain following a RECENT spate of attacks

At least eight incidents of muggings or attempts, in which hikers and cyclists have been robbed, were reported in January. The attacks happened on the Kleinplaas Dam Trail, the Camps Bay Pipe Track and near Misty Cliffs.

The Table Mountain Watch group's Andre van Schalkwyk says there's usually an increase in such incidents during the tourist season.

'But it's in sensitive areas where there's high traffic, your Signal Hill area, Rhodes Memorial where we've seen a lot of that. Now we see also down towards Fish Hoek and Ocean View where gangs operate.'

A safety initiative, which consists of locals, police, SANParks and Community Safety department was formed a few years ago to ensure safety on the mountain chain. Mountain rangers are tasked with patrolling hotspots.

[Source: *www.enca.com*]

5.1 5.1.1 Identify TWO sporting activities that are mentioned in the extract. (2)

5.1.2 Which world renowned attraction is mentioned in the extract? (1)

5.1.3 Identify the type of crime that is committed against tourists in the extract. (2)

5.1.4 Advise tourists who would want to visit Table Mountain on the stakeholders that are involved in the safety initiative. (3)

5.2 Briefly describe the impact of crime on economy and tourism businesses (5)

5.3 What is the impact of crime on the political and security environment of the country? (5 × 2) (10)

5.4 Write an article of not more than 6 lines which will be published in a local newspaper in Cape Town. The intention is to make the community aware of the impact of crime on their livelihood. The heading of your article is 'Crime is costing us jobs'. (5)

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5.5 Explain how the following social problems affect tourism workforce and the community negatively.

5.5.1 Drug abuse

5.5.2 Gangsterism

5.5.3 Muggings/Robberies

(3 × 2) (6)

5.6 Complete the following sentences by filling the missing word(s). Write only the word(s) next to the question number (5.6.1–5.6.6) in the ANSWER BOOK.

5.6.1 You must license your business so that registration with … can take place.

5.6.2 Developed countries have a strong … which is worth a lot in international markets.

5.6.3 If you employ workers, you must register them for unemployment insurance at the Department of …

5.6.4 The business must keep to the Health and … regulations.

5.6.5 If the rate of … is low, the customers will buy more products.

5.6.6 Passengers flying on an international flight between countries will need a …

(6 × 1) (6)

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200

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