higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

SCIENCE OF TOURISM
NQF LEVEL 3

8 December 2020

This marking guideline consists of 8 pages.

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QUESTION 1

1.1
1.1.1 True
1.1.2 False
1.1.3 True
1.1.4 False
1.1.5 True
1.1.6 True
1.1.7 True
1.1.8 False
1.1.9 True
1.1.10 True

(10 × 1) (10)

1.2 1.2.1
- These events are powerful in nature✓
- and entertainment is not required or provided.✓
- They are strictly for discussing business matters✓✓
- e.g. strategic plan meeting of a company.✓ (5)

1.2.2
- The goal is to display a specific aspect of culture.
- Events of this nature include food
- and music festivals
- and displays of cultural dancing
- e.g. Macufe Festival. (5)

1.2.3
- This event is held specifically to celebrate
- a historical anniversary of some kind.
- A primary function is to provide the host community with an opportunity
- to secure high prominence in the tourism marketplace.
- e.g. 27 April is celebrated as Freedom Day in South Africa. (5)

1.2.4
- It is the biggest kind of event
- an requires a lot of people to attend.
- It is usually on an international scale
- and media coverage is worldwide
- e.g. FIFA Soccer world cup. (5)

1.3
1.3.1 D
1.3.2 F
1.3.3 G
1.3.4 I
1.3.5 H
1.3.6 J
1.3.7 E
1.3.8 B
1.3.9 A
1.3.10 C

(10 × 1) (10)
[40]

QUESTION 2

2.1 2.1.1
- Consumers are the people who buy a product or use a service provided by a business.
- In the tourism business, consumers are the travellers who book tickets to fly
- and who make reservations to stay at a particular accommodation establishment
- such as a lodge or hotel. (4)

2.1.2
- Increase productivity of workers through skills training.
- Use mechanisation and electronics to increase productivity.
- Lower interest rates and company taxes. (Any relevant 1 × 1) (1)

2.1.3
- A competitor is a business that offers the same product or service.
- The competition between hotels, lodges and B&Bs of different or similar grading have a very definite influence on a business. / If your competitors have a better product or price, consumers will buy the competitor's product. (2)

2.1.4
- Travel agent
- Tour operator (2)

2.1.5
- Travel agents sell tour packages on behalf of product owners
- such as flight tickets and accommodation vouchers.
- Tour operators buy products such as flights and accommodation in bulk from the suppliers for a discount
- and puts together package tours to sell to the public.✓ (4)

2.1.6
- Beds
- Linen
- Tables
- Chairs
- Crockery
- Cutlery
- Computers
- Telephones
- Stationery (Any relevant 7 × 1) (7)

2.1.7
- Game lodges must keep up with technology and update old computers and other systems such as booking system.
- The information on the business website must be updated when necessary
- such as contact details, changes to infrastructure and prices.
- Staff must be trained and kept up to date with new developments
- and trends in order to remain competitive. (5)

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2.1.8
- Hotels
- Lodges
- Chalets
- Guest houses
- B&Bs
- Caravans
- Self-catering units (Any 5 × 1) (5)

2.2 2.2.1
- Climate
- Topography
- Natural resources (3)

2.2.2
- Mountains
- Rivers
- Wildlife (6)

2.2.3
- Gold
- Diamonds
- Coal

2.2.4 Constructed (1)
[40]

QUESTION 3

3.1
- Information on websites can be outdated.
- Information may be unavailable due to the organisation's website being under construction.
- Printed articles become outdated fast.
- The information may not be current and reliable when you want to use it.
- Lack of response or availability when you phone or fax people
- or organisations to get an answer to a query.
- The correct contact details
- may not be available. (4 × 2) (8)

3.2
- Go to the search engine 'Google'.
- Type 'floods in South Africa' in the space that allow for search.
- Enter each one or simply read the information regarding the sites and choose which one is applicable for your search. (3)

3.3 Natural disaster (1)

3.4
- Death
- Physical injury
- Damage to roads and infrastructure. (3)

3.5
- The costs of cleaning up and rescue operations often run into millions of rands.
- Residents and businesses suffer loss of infrastructure and personal belongings, which are expensive to replace.
- Businesses have to close for a long time causing them to lose potential income to both the business owners and employees.
- Damage is caused to resources.
- Buildings are destroyed and equipment and furniture may also be damaged. (5)

3.6
3.6.1 D
3.6.2 A
3.6.3 C
3.6.4 B
3.6.5 A

(5 × 1) (5)

3.7
- Toiletries.
- School supplies
- Clothing
- Blankets
- Shoes
- Crockery (6)

3.8
- KwaZulu-Natal / KZN
- Eastern Cape (2)

3.9
- Businesses will close
- so clean-up and repairs to infrastructure can begin.
- Visitors will cancel their visit to the affected areas and those already in the affected areas will cut their visit short.
- Businesses might take a while to reopen, which will cost people their jobs.
- Suppliers are also influenced because if roads are damaged supplies cannot be delivered. (5)

3.10
- They must visit the nearest health facilities to receive vaccination and medication for prevention of malaria.
- They can use mosquito repellents to avoid being bitten by mosquitoes. (2)

[40]

QUESTION 4

4.1 4.1.1 A sole trader is a natural person / single person running his or her own business.

4.1.2 A partnership may be set up between two or more individuals who want to go into business together.

4.1.3 A close corporation is founded by means of a founding statement. It may not have more than 10 members.

4.1.4 A company is a legal person. It has its own distinct legal personality and identity.

4.1.5 Trading is the selling of manufactured products in either final or semi processed form to end users or processing units, locally or overseas.

(5 × 2) (10)

4.2
- Select your target market.
- Analyse your potential market and size.
- Develop products/services that will satisfy the target market.
- Define the characteristics of the products and/or services. (4)

4.3
- You need a licence to run a business.
- You must register the name of your business and its premises at the Regional Council.
- You must apply for a general sales tax number and certificate.
- If you employ workers, you must register for unemployment insurance at the offices of the Department of Labour (4)

4.4
4.4.1 Name, address and contact details of guest
4.4.2 Date and time of arrival
4.4.3 Date of departure
4.4.4 Length of stay
4.4.5 Room type required
4.4.6 Method of payment
4.4.7 Any other request
4.4.8 Special details, e.g. frequent guest
4.4.9 Name of person responsible for payment

(9 × 1) (9)

4.5 4.5.1
- Vegetarians don’t eat red meat.
- Some eat fish and chicken, and some eat eggs.
- Some exclude all meat and all dairy products.

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4.5.2
- Kosher is eaten by Jewish people.
- No pork is allowed.
- Meat and milk products may not be eaten together or served on the same plate.

4.5.3
- Halal food is eaten by Muslim people
- The food has been blessed by the spiritual leader, the Imam.
- Food must be ordered from specified companies. Containers may not be opened; food is eaten from the container.

(3 × 3) (9)

4.6
- What is the estimated number of attendees?
- Are there any attendees who need transport to and from the venue?
- Do any of the attendees require accommodation?
- Are there any special dietary requirements? (4)

[40]

QUESTION 5

5.1
5.1.1 USA dollar
5.1.2 Euro
5.1.3 British pound
5.1.4 South African rand

(4 × 1) (4)

5.2.
- Inflation affects the cost of goods and services.
- When the rate of inflation increases,
- the price of goods and services increases,
- e.g. if the rate of inflation is high, there will be few tourists
- as the prices of food and petrol rise (5)

5.3
5.3.1 Computers save time and space as a lot of information can be stored on a computer's hard drive.

5.3.2 Email is the fastest way of communicating around the globe without leaving one's office.

5.3.3 With an online reservation system, bookings can be made instantly and proof of reservation can be printed immediately.

5.3.4 Social media can be used for marketing as a lot of people are on social media. It will reach more people than the printed media.

5.3.5 On the internet information is widely available through search engines such as google. A company can also have its own website to market their products to internet users.

(5 × 2) (10)

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5.4
- People get richer.
- New businesses open up.
- Infrastructure is upgraded.
- Foreign investors bring money into the country. (5)

5.5
- Drug abuse
- Gangsterism
- Crime
- Cyber bullying
- Domestic violence (4)

	EVENT	TYPE OF EVENT	PROVINCE
5.6.1	Rand Easter Show	Retail	Gauteng
5.6.2	Two Oceans Marathon	Sports	Western Cape
5.6.3	Midmar Mile	Sports	KwaZulu-Natal
5.6.4	National Arts Festival Makhanda	Arts	Eastern Cape
5.6.5	Bethlehem Air Show	Sports and leisure	Free State
5.6.6	Nedbank Golf Challenge	Sports	North West

(12)
[40]

TOTAL: 200

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