



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

**SCIENCE OF TOURISM
NQF LEVEL 2**

(11011042)

**8 December 2020 (X-paper)
09:00–12:00**

This question paper consists of 7 pages.

451Q1N2008




<p>TIME: 3 HOURS MARKS: 200</p>

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. Use only a black or blue pen.
 6. Write neatly and legibly.
-


QUESTION 1

Mr Roberts and his wife will be travelling from Britain to South Africa in December. They want to experience some of South Africa's heritage and their list of places to visit includes the Cape Floral Region, Robben Island, uKhahlamba Drakensberg Park and St Lucia.

- 1.1 Define the term *heritage*.  (2)
- 1.2 Give the acronym and full name of the organisation that declares World Heritage Sites. (2 × 1) (2)
- 1.3 Identify a cultural heritage site from the given scenario. (1)
- 1.4 In which province is St Lucia situated? (1)
- 1.5 Indicate whether the following statement is TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.5) in the ANSWER BOOK. Give a reason for your answer.
- The couple can be classified as domestic tourists. (1 + 2) (3)
- 1.6 Although tourism has many benefits for a country and its people, the impact can also be negative.  (3)
- 1.6.1 Give THREE economic advantages of tourism. (3 × 1) (3)
- 1.6.2 Give THREE economic disadvantages of tourism. (3 × 1) (3)
- 1.7 Advise the couple on FOUR information sources they can access to find out more about the attractions they want to visit. (4)
- 1.8 Why, according to the given scenario, is the couple travelling to South Africa? (1)
- 1.9 Give FOUR other reasons why people would travel to South Africa. (4)
- 1.10 List THREE forms of environmental pollution that can be caused by tourism and give ONE example of each.  (3 × 2) (6)
- 1.11 How can a travel agent enhance the couple's experiences by identifying their needs? (5 × 2) (10)
- [40]**

QUESTION 2

- 2.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–G) next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1.1	Travels to explore new, exciting and challenging destinations	A	adventurer
2.1.2	Also known as an adrenaline junkie	B	cultural tourist
2.1.3	Travelling to Mecca 	C	religious tourist
2.1.4	Travelling in an organised group	D	dark tourism
2.1.5	Travels in the comfort of his/her own home by exploring destinations through books and television	E	mass tourism
		F	explorer
		G	armchair tourist

(5 × 2)



(10)

- 2.2 Read the below scenario and answer the questions.

You are a travel agent and assisted Mr and Mrs Murray with their travel arrangements as listed:



Flight: SAA JNB – CPT – JNB
 Accommodation: Three nights at the City Lodge V&A Waterfront
 Car rental: Avis
 Entrance tickets: Two Oceans Aquarium, Table Mountain, Castle of Good Hope



- 2.2.1 Identify THREE tourism sectors from the given scenario. (3)
- 2.2.2 Give ONE example of each sector from the given scenario. (3)
- 2.2.3  On arrival at the hotel, the couple was received by a very unfriendly and unhelpful receptionist. They phoned you to complain about the poor service of the hotel.
- (a) Why did the couple complain about poor service? (2 × 1) (2)
- (b) Give FOUR possible consequences of the poor service. (4)
- (c) Name FOUR functional areas of the hospitality industry.  (4)
- (d) List FOUR factors that could negatively affect the number of visitors in the hospitality industry. (4)

- (e) List and explain FIVE documents that can be used in the hotel for effective internal communication. (5 × 2)



(10)
[40]

QUESTION 3




- 3.1 Differentiate between *natural attractions* and *human-made attractions*. (2 + 2) (4)
- 3.2 Classify each of the following attractions as natural, human-made or socio-cultural attractions:
- 3.2.1 Apartheid Museum
- 3.2.2 Mac-Mac Falls 
- 3.2.3 Lesedi Cultural Village
- 3.2.4 Sun City
- 3.2.5 Tsitsikamma (5 × 2) (10)
- 3.3 Tour wholesalers play an important role in the tourism industry.
- 3.3.1 Explain the term *wholesaler*. (2)
- 3.3.2 Differentiate between *inbound tour operators* and *outbound tour operators*.  (2 + 2) (4)
- 3.4 Choose ONE term from the list below for each of the following descriptions and write it next to the question number (3.4.1–3.4.6) in the ANSWER BOOK.


Robben Island; Cape Floral Region; Cradle of Humankind;
Cango Caves; Vredefort Dome; Mapungubwe Cultural Landscape;
uKhahlamba Drakensberg Park

- 3.4.1 One of the richest plant areas and one of 18 biodiversity hot spots in the world
- 3.4.2 South Africa's first kingdom that developed into the subcontinent's largest realm lasting for 400 years before it was abandoned in the 14th century
- 3.4.3 Natural world heritage site in Kwazulu-Natal 
- 3.4.4 The oldest and largest visible meteorite impact site in the world
- 3.4.5 Covers the region of Sterkfontein, Swartkrans, Kromdraai and environs and has one of the world's richest concentrations of hominid fossils

- 3.4.6 Situated offshore from Cape Town, this small island is now home to a world-renowned museum  (6 × 1) (6)
- 3.5 Define each of the following terms:
- 3.5.1 Marketing
- 3.5.2 Market segmentation (2 × 2) (4)
- 3.6 Explain THREE types of information services one can use to get information about different tourist attractions.  (3 × 2) (6)
- 3.7 Explain why it is important for a new business to apply market segmentation. (4 × 1) (4)
- [40]**



QUESTION 4

- 4.1 Peter recently started his own transport company that provides transfers between the airport and local accommodation establishments.
- 4.1.1 In which phase of the product life cycle is Peter's business? Give a reason for your answer. (1 + 2) (3)
- 4.1.2 List the other FOUR phases of the product life cycle.  (4)
- 4.1.3 Briefly explain each phase mentioned in QUESTION 4.1.2. (4 × 2) (8)
- 4.2 Providers can be classified as public and private.
- 4.2.1 Differentiate between *public providers* and *private providers*. (2 + 2) (4)
- 4.2.2 From the list below Identify:
- OR Tambo International Airport; MDS VisaPak;
 Department of Home Affairs; Sunset Guest House
- (a) TWO public providers 
- (b) TWO private providers (2 × 2) (4)
- 4.3 Give the full name of each of the following tourism organisations:
- 4.3.1 AA 
- 4.3.2 GHASA

4.3.3	TBCSA		
4.3.4	FEDHASA		
4.3.5	CAA		
			(5 × 1) (5)
4.4	Discuss THREE roles of each of the following roleplayers in the tourism industry:		
4.4.1	DEAT		(3 × 2) (6)
4.4.2	South African Tourism		(3 × 2) (6)
			[40]



QUESTION 5

5.1	Explain the THREE main categories of tour guides.		(3 × 2) (6)
5.2	Describe a typical day in the life of a tour guide.		(4 × 1) (4)
5.3	List FOUR key functions of provincial tourism departments.		(4)
5.4	Give FOUR reasons why people travel to a destination.		(4)
5.5	Explain the importance of market segmentation for the tourist.		(2 × 1) (2)
5.6	Compare the needs of a <i>big-budget tourist</i> and a <i>small-budget tourist</i> .		(2 + 2) (4)
5.7	List FOUR information sources where one can find career opportunities in the tourism industry.		(4)
			
5.8	Explain what a job in conservation entails.		(2)
5.9	Compile a checklist with the basic attributes of a good tour guide.		(5 × 2) (10)
			[40]
		TOTAL:	200