Province of the
EASTERN CAPE
EDUCATION

Iphondo leMpuma Kapa: Isebe leMfundo
Provinsie van die Oos Kaap: Department van Onderwys
Porofensie Ya Kapa Botjhabela: Lefapha la Thuto

# NATIONAL SENIOR CERTIFICATE

## GRADE 12

## SEPTEMBER 2026

# TOURISM MARKING GUIDELINE

**MARKS: 200**

This marking guideline consists of 15 pages.

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## SECTION A: SHORT QUESTIONS

### QUESTION 1

| | | | | |
|---|---|---|---|---|
| 1.1 | 1.1.1 | D ✓ | | |
| | 1.1.2 | A ✓ | | |
| | 1.1.3 | D ✓ | | |
| | 1.1.4 | B ✓ | | |
| | 1.1.5 | A ✓ | | |
| | 1.1.6 | D ✓ | | |
| | 1.1.7 | B ✓ | | |
| | 1.1.8 | B ✓ | | |
| | 1.1.9 | C ✓ | | |
| | 1.1.10 | C ✓ | | |
| | 1.1.11 | A ✓ | | |
| | 1.1.12 | B ✓ | | |
| | 1.1.13 | A ✓ | | |
| | 1.1.14 | B ✓ | | |
| | 1.1.15 | B ✓ | | |
| | 1.1.16 | D ✓ | | |
| | 1.1.17 | D ✓ | | |
| | 1.1.18 | C ✓ | | |
| | 1.1.19 | B ✓ | | |
| | 1.1.20 | B ✓ | (20 x 1) | (20) |
| 1.2 | 1.2.1 | Bank selling rate ✓ | | |
| | 1.2.2 | Route planning ✓ | | |
| | 1.2.3 | American Express ✓ | | |
| | 1.2.4 | ITB ✓ | | |
| | 1.2.5 | Budget ✓ | (5 x 1) | (5) |
| 1.3 | 1.3.1 | Red Square ✓ | | |
| | 1.3.2 | Foreign market share ✓ | | |
| | 1.3.3 | Compulsory ✓ | | |
| | 1.3.4 | Activities ✓ | | |
| | 1.3.5 | Restricted ✓ | (5 x 1) | (5) |
| 1.4 | 1.4.1 | E ✓ | | |
| | 1.4.2 | A ✓ | | |
| | 1.4.3 | B ✓ | | |
| | 1.4.4 | C ✓ | | |
| | 1.4.5 | D ✓ | (5 x 1) | (5) |
| 1.5 | 1.5.1 | Baberton Makhonjwa Mountains ✓ | | |
| | 1.5.2 | isiMangaliso Wetland Park ✓ | | |
| | 1.5.3 | Fossil Hominid Sites of South Africa ✓ | | |
| | 1.5.4 | ǂKhomani Cultural Landscape ✓ | | |
| | 1.5.5 | Cape Floral Region Protected Areas ✓ | (5 x 1) | (5) |

**TOTAL SECTION A: 40**

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## SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

## QUESTION 2

2.1 2.1.1 (a) Italy, Rome +1
Johannesburg, South Africa + 2
Time difference: 1 hour ✓

**OR**

1 hour ✓ (1)

(b) 22:15 (Rome local time)
(+ ✓) 1h (time difference)
= 23:15 ✓

**OR**

23:15 ✓✓ (2)

(c) 23:15 (Johannesburg time)
(+ ✓) 10 hours 15 minutes (flight duration)
= 09:30 ✓ on 22 November 2025 ✓

**OR**

09:30 ✓✓ on 22 November 2025 ✓ (3)

2.1.2 (a) Sydney, Australia: UTC+10 (+1 ✓ hour DST)
Johannesburg, South Africa: UTC+2
Time difference: 9 hours ✓

**OR**

9 hours ✓✓ (2)

(b) 07:30 (Sydney local time)
(− ✓) 9 hours (time difference)
= 22:30 ✓

**OR**

22:30 ✓✓ (2)

(c) 22:30 (Johannesburg time)
(+ ✓) 14 hours 30 minutes (flight duration)
= 13:00 ✓ on 22 November 2025 ✓

**OR**

13:00 ✓✓ on 22 November 2025 ✓ (3)

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(d) Mr Jones will not arrive on time for the 09:00 meeting.
His arrival time in Johannesburg is 13:00 on 22 November 2025, which is 4 hours after the official opening session of the G20 Summit that begins at 09:00 on the same day. ✓✓ (2)

**NOTE:** *Only award marks for the motivation.*

2.1.3 (a) Mr Jones ✓ (1)

(b) He flew across more than two (multiple) time zones. ✓✓ (2)

(c) He should have moved around and done simple exercises during the flight. ✓
He should have stayed hydrated during the flight. ✓
- He should have avoided alcohol and caffeine.
- He should have slept during the flight.
- He should have set his watch/phone to the destination time on boarding.
- He should have eaten healthy, easily digestible food during the flight. (2 x 1) (2)

2.1.4 (a) Passport ✓✓ (2)

(b) A passport is a document that certifies the identity and nationality of its holder. ✓✓ (2)

(c) Visa ✓✓ (2)

(d) A visa is a document or stamp in a passport that grants permission to the traveler to enter or pass through a foreign country. ✓✓
- It specifies the reason for travel and indicates the duration of the stay. (2)

2.1.5 (a) Green ✓✓ channel (2)

(b) The green channel is for travellers who are within duty-free limits. ✓✓
- Ms Rossi had nothing to declare. (2)

(c) Red ✓✓ channel (2)

(d) The red channel is for travelers who have goods that are above the duty-free limit and have to declare an item/items in their possession. ✓✓
- His goods exceeded the limit for “duty free” items.
- He had goods to declare. (2)

**[36]**

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## QUESTION 3

3.1 3.1.1 EUR (€) 100 x ✓ 18,49 ✓ = ZAR 1 849,00 ✓

**OR**

ZAR 1 849 ✓✓✓ (3)

3.1.2 ZAR 1 400 ÷ ✓ 19,69 ✓= EUR (€) 71,10 ✓

**OR**

EUR (€) 71,10 ✓✓✓ (3)

3.1.3 Inbound tourists contribute to South Africa's GDP by spending money on goods and services such as accommodation, transport, food, entertainment, and souvenirs; bringing the multiplier effect into play. ✓✓
Tourist spending directly increases the revenue of tourism related businesses, which in turn boosts the country's overall economy. ✓✓

- Tourists bring foreign currency into the country. This inflow strengthens the economy. (2 x 2) (4)

**NOTE:** *Accept any relevant example of the contribution to the GDP.*

3.1.4 Exchange rate fluctuations impact where and when people travel by affecting costs. ✓✓
When the South African Rand weakens against foreign currencies, South Africa becomes a cheaper destination for international tourists, increasing inbound travel. ✓✓

- A strong Rand makes outbound travel more affordable for South Africans, increasing their likelihood of travelling abroad.
- A stronger currency can lead to increased bookings, longer stays, and higher spending.
- A weaker currency can lead to decreased bookings, shorter stays, and lower spending. (2 x 2) (4)

**[14]**

**TOTAL SECTION B: 50**

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## SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING

### QUESTION 4

4.1 4.1.1 A - Tower Bridge ✓
B - Auschwitz ✓ concentration camp
C - Statue of Liberty ✓
D - Buckingham Palace ✓ (4 x 1) (4)

4.1.2 (a) United Kingdom ✓✓
- UK
- England (2)

(b) Three ✓✓
- 3
- Europe, North America and Asia (2)

4.1.3 Protesters may demonstrate at bullfighting events due to ethical concerns surrounding animal welfare. ✓✓
- The practice is perceived as cruel and violent.
- Growing opposition to traditions that are viewed as outdated or inhumane. (2)

**NOTE:** *Accept any reasonable explanation highlighting why bullfighting may be considered inhumane, cruel, or ethically unacceptable.*

4.1.4 The floating market is considered a living tradition because it is a daily, ongoing cultural practice. ✓✓
- Locals continue to trade goods on water, preserving traditional lifestyles and community customs. (2)

4.1.5 The Statue of Liberty symbolises freedom, democracy and human rights, which links directly to the theme “Freedom 250”. ✓✓
- It represents the founding values of the USA, making it a meaningful site to celebrate the 250th anniversary.
- The monument symbolises independence and hope, reminding citizens of the USA’s historical journey.
- It is an internationally recognised symbol, helping to promote the message of freedom during the celebration. (2)

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4.2 4.2.1 Peru ✓✓ (2)

4.2.2 Human made ✓✓ (2)

4.2.3 Disruptions to travel plans, such as delayed or cancelled transport to the site. ✓✓
- Reduced sense of safety, making tourists feel anxious or uncomfortable.
- Restricted access to the attraction if roads, entrances, or services are blocked.
- Negative atmosphere, noise, or tension affecting the enjoyment of the visit.
- Damage to the destination's image, leading to disappointment or dissatisfaction. (2)

4.2.4 Have regular discussions with the local community so that any concerns can be dealt with.✓✓
- Improve communication and transparency about management decisions affecting the community.
- Ensure fair distribution of tourism revenue so that local residents benefit economically.
- Create employment and training opportunities for local people within the tourism sector.
- Start tourism projects in the community so that local people can benefit directly from tourism. (2)

4.2.5 (a) **Timed entry slots:**
Spread visitors throughout the day, reducing overcrowding at peak times. ✓✓
- Helps protect fragile structures and pathways by controlling the flow of foot traffic.
- Allows staff to manage the site more effectively, improving safety and conservation. (2)

(b) **Compulsory guided routes:**
Ensures tourists follow designated paths, preventing damage to sensitive areas. ✓✓
- Guides can educate visitors about responsible behaviour, heritage value, and conservation.
- Reduces the risk of tourists wandering off-route, which protects both the environment and the archaeological remains. (2)

(c) **Limits on daily visitor numbers:**
Prevents overuse and degradation of the site caused by excessive foot traffic. ✓✓
- Helps maintain the authenticity and integrity of the World Heritage Site.
- Improves the overall visitor experience by reducing crowding and ensuring safer, more controlled access. (2)

**[28]**

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## QUESTION 5

5.1 Cultural ✓✓ (2)

5.2 Diepkloof Rock Shelter ✓✓
- Pinnacle Point Site Complex (2)

5.3 Engraved ostrich eggshells used as containers. ✓✓
- Stone tools such as blades, scrapers and arrow points.
- Bone tools, including bone points.
- Ochre pieces used for colouring or symbolic purposes.
- Evidence of controlled use of fire, including hearths and charcoal.
- Heat-treated stone used to make stronger tools.
- Shellfish remains and other marine resources showing coastal food gathering.
- Animal bones showing hunting and food processing.
- Early bedding made from plant materials.
- Plant remains used for bedding, medicine or food.
- Evidence of symbolic behaviour, such as engraved patterns.
- Signs of early human shelter in caves. (2)

5.4 Constant monitoring to maintain and protect the status of the World Heritage Sites. ✓✓
- Provide support in terms of management plans.
- Assistance with upgrading of facilities in the event of an unforeseen occurrence.
- Financial aid is provided in cases of unforeseen occurrences.
- Engage with relevant stakeholders when the World Heritage Sites are threatened.
- Education/create awareness.
- Promote co-operation and development.
- Encourage people to nominate sites to be included in the World Heritage Site list.
- Support countries in building public awareness for the protection of World Heritage Sites.
- Encourage the local population to preserve their cultural and natural heritage. (2)

**[8]**

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## QUESTION 6

6.1 Trevor Noah has global recognition and credibility, which attracts international attention. ✓✓
- His popularity helps build trust and emotional connection with potential tourists.
- He can influence perceptions and spark interest in South Africa as a travel destination. (2)

6.2 6.2.1 **500 million impressions:**
It shows the campaign reached a large global audience. It indicates high visibility and brand exposure.✓✓ (2)

6.2.2 **260 million engagements:**
The high engagement means people responded positively, liking, sharing, commenting, or clicking, indicating significant influence. ✓✓ (2)

6.3 6.3.1 Celebrity campaigns increase visibility and curiosity. ✓✓
- They highlight unique attractions and culture, making South Africa more memorable and appealing. (2)

6.3.2 Celebrity campaigns can lead to increased awareness and higher tourist interest and bookings. ✓✓
- Positive media coverage and endorsements may boost travel numbers and revenue. (2)

6.4 TOMSA gathers a 1% levy from tourism businesses to support marketing initiatives. ✓✓ The TBCSA manages these funds, ✓✓ making sure effective campaigns are carried out to promote South Africa worldwide. (2 x 2) (4)

**[14]**

**TOTAL SECTION C: 50**



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## SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

### QUESTION 7

7.1 A professional image refers to the overall impression a tourism business creates through its appearance, behaviour, and communication. ✓✓
- It includes staff conduct, branding, office presentation, and customer service standards. (2)

7.2 The globe logo signifies worldwide presence and travel expertise.
The slogan "Your world, your adventure" is clear, inviting, and customer focused. ✓✓
- Together, they reflect a modern, inspiring brand identity that aligns with professionalism and customer engagement.
- The logo and slogan create a sense of adventure and trust. (2)

7.3 Staff presentation: The employee looks professional and well-groomed. This makes a great first impression, leading to a more pleasant and welcoming experience for guests. ✓✓
Branded uniform: The staff member wears a neat, branded uniform that includes the company logo. This promotes consistency, professionalism, and brand visibility, while reassuring clients of staff credibility. ✓✓
Welcoming staff behavior: Customer service is key in tourism, a genuine smile helps build trust and encourages open communication. It shows that the staff member is approachable, confident, and ready to assist. ✓✓
- Office environment: The clean, organized office with travel posters and a training schedule reflects a well-managed, knowledgeable business.
- Branded items/stationery: The TravelVista mug and signage reinforce brand consistency and attention to detail.
- Opening hours: The "24/7 online support" shows commitment to accessibility and customer service, enhancing reliability.
- Exterior design: The modern storefront with clear branding creates a welcoming and professional first impression. (3 x 2) (6)

**[10]**

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## QUESTION 8

8.1 8.1.1 Example 4 ✓✓
- A lodge buys goods from a local village basket maker but pays them a small amount while keeping most of the profit. (2)

8.1.2 Example 1 ✓✓
- The coastal resort spends collected tourism levies without consulting the local residents. (2)

8.1.3 Example 3 ✓✓
- Guides allow tourists to enter sacred sites and take photos despite local rules. (2)

8.1.4 Example 2 ✓✓
- A hotel claims to support community projects but gives no proof of its contributions and hides how much is paid to local businesses. (2)

8.2 8.2.1 This shows disregard for environmental sustainability and responsible tourism. ✓✓
- Overuse of sensitive areas leads to ecological damage and long-term harm to biodiversity.
- The tour company fails to meet the FTT principle of sustainability. (2)

**NOTE:** *Do not award marks for quotations from the extract.*

8.2.2 This compromises tourist safety and violates ethical standards. ✓✓
- It shows poor planning, lack of professionalism, and risks harm to both tourists and staff.
- The adventure tour operator fails to meet the FTT principle of reliability. (2)

**NOTE:** *Do not award marks for quotations from the extract.*

8.3 8.3.1 The Fair Trade certification guarantees that a company follows responsible tourism practices. This attracts environmentally conscious tourists who prefer to support sustainable businesses. ✓✓
FFT certification boosts the business reputation and attracts more customers. ✓✓
- Companies that are FTT certified may access niche markets, partnerships, and funding opportunities aligned with sustainability values, giving them a competitive advantage.
- Tourists who care about sustainability are more likely to choose a FTT-certified company because it guarantees ethical and environmentally responsible tourism practices.
- Being Fair Trade certified allows a tourism business to promote its sustainability efforts, making it more appealing to eco-conscious travelers. (2 x 2) (4)

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8.3.2 It creates trust and assurance as tourists feel confident that their money supports fair wages, community upliftment, and ethical operations. ✓✓
FTT standards promote safe travel for tourists by requiring safety checks, trained guides, and ethical practices from accredited operators. ✓✓

- FTT certified businesses often offer tourists authentic cultural experiences, as tourists engage respectfully with local communities, traditions, and stories. (2 x 2) (4)

**[20]**

**TOTAL SECTION D: 30**



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## SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

### QUESTION 9

9.1 9.1.1 (a) Wildfires ✓✓
- Floods (2)

(b) Conflicts in Eastern Europe and the Middle East. ✓✓ (2)

9.1.2 (a) Tourists reduced the number of days they spent at destinations. ✓✓
- Higher costs for accommodation, food, and transport made longer holidays unaffordable for many travellers. (2)

(b) Tourists spent less money during their trips. ✓✓
- Due to increased prices, travellers cut back on optional activities, shopping, and dining to stay within budget. (2)

9.1.3 Tourists may fear for their safety and worry about unstable conditions. ✓✓
- Tourists may be concerned that the infrastructural and environmental damage would make it an unpleasant travel experience. (2)

9.1.4 Damage is caused to hotels, lodges, transport systems, and attractions. ✓✓
- Fires may destroy forests, wildlife habitats, or scenic landscapes and cultural attractions.
- Roads may become unusable, airports may close, and accommodation facilities may be unsafe or unusable.
- Conflict may damage cultural heritage sites or make them inaccessible. (2)

9.1.5 Launch positive marketing campaigns. ✓✓
- Destinations can use social media, travel influencers, and promotional videos to rebuild their image.
- Campaigns should highlight restored attractions and improved safety.
- Improve the safety of the destination.
- Destinations must show clear recovery plans, safety protocols, and infrastructure upgrades.
- Sharing real-time updates and honest communication builds trust.
- Offer flexible booking policies and visible improvements, reassuring tourists that the destination is ready to welcome them again.
- Use special offers and package deals to attract tourists by making travel more affordable. (2)

**NOTE:** *Accept any suitable answer.*

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9.2 9.2.1 (a) Africa ✓✓ (2)

(b) The proximity makes travel to South Africa cheaper and easier. ✓✓
- Strong VFR (Visiting Friends and Relatives) patterns with family ties in South Africa can increase travel.
- Land borders allow high-volume road travel.
- Historical, cultural, and economic ties with neighbouring countries make it a popular holiday destination.
- The value of South Africa's currency makes it an affordable destination for shopping, medical trips, education, and short leisure visits. (2)

9.2.2 The Middle East brought in the highest average expenditure per tourist in 2024 (R28 600). ✓✓
- Tourists from the Middle East spent more money compared to other markets.
- Tourists from the Middle East generated more tourism income despite lower arrival numbers. (2)

9.2.3 A high demand for wildlife/safari experiences encourages investment in game reserves and eco-lodges. ✓✓
- Popularity of natural attractions supports development of hiking trails, beaches, and scenic routes.
- Cultural/heritage interest promotes museums, heritage sites, and township tours.
- Preferences guide what kinds of products are created.
- Influences infrastructure and facility development.
- Encourages product diversification.
- Impacts marketing strategies: Tourist preferences determine how destinations promote themselves.
- Tourism trends change over time; thus, it encourages innovation.
- Shopping demand encourages urban tourism development (malls, craft markets).
- VFR travel supports transport services and affordable accommodation. (2)

**NOTE:** *Accept any suitable answer.* **[22]**

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## QUESTION 10

10.1 Automated mobile-friendly questionnaires ✓
Surveys ✓
- Web-based reviews
- TripAdvisor
- Google Reviews (2 x 1) (2)

10.2 Feedback improves service quality by highlighting areas needing improvement, such as cleanliness, or staff behaviour. By acting on this feedback, businesses improve guest satisfaction, leading to repeat bookings. ✓✓
It builds an online reputation as responding to reviews and showcasing positive feedback boosts credibility and visibility. ✓✓
- A strong online reputation attracts more guests, especially those who rely on platforms such as TripAdvisor when choosing where to stay.
- Direct feedback helps the hotel understand areas that need enhancement, ensuring they maintain their high standards and in turn retain their customers.
- Addressing complaints and implementing suggestions can significantly boost guest satisfaction and loyalty.
- A transparent and responsive feedback system sets the hotel apart from competitors, showcasing their dedication to excellence resulting in increased profit.
- Positive reviews attract guests, and constructive criticism helps meet market expectations leading to increased profits. (2 x 2) (4)

10.3 Having all feedback centralized gives businesses a complete picture of their guest satisfaction. ✓✓
- This allows for efficient analysis of the data collected and quicker decision-making abilities.
- Businesses can easily track trends, identify recurring issues, and respond promptly to guest concerns.
- Centralized feedback saves time, reduces confusion, and ensures no feedback is overlooked, which supports consistent service improvement. (2)

**NOTE:** *Accept any suitable answer.* **[8]**

**TOTAL SECTION E: 30**
**GRAND TOTAL: 200**

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