Province of the
EASTERN CAPE
EDUCATION

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

NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2025

TOURISM
MARKING GUIDELINE

MARKS: 200

This marking guideline consists of 16 pages.

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	D ✓		
	1.1.2	A ✓		
	1.1.3	C ✓		
	1.1.4	C ✓		
	1.1.5	D ✓		
	1.1.6	B ✓		
	1.1.7	C ✓		
	1.1.8	B ✓		
	1.1.9	A ✓		
	1.1.10	D ✓		
	1.1.11	B ✓		
	1.1.12	A ✓		
	1.1.13	A ✓		
	1.1.14	B ✓		
	1.1.15	D ✓		
	1.1.16	C ✓		
	1.1.17	C ✓		
	1.1.18	C ✓		
	1.1.19	A ✓		
	1.1.20	B ✓	(20 x 1)	(20)
1.2	1.2.1	TGCSA ✓		
	1.2.2	multiplier effect ✓		
	1.2.3	BBR ✓		
	1.2.4	logo ✓		
	1.2.5	jet fatigue ✓	(5 x 1)	(5)
1.3	1.3.1	calendar dates ✓		
	1.3.2	Greek ✓		
	1.3.3	5 ✓		
	1.3.4	scheduled ✓		
	1.3.5	Grasse ✓	(5 x 1)	(5)
1.4	1.4.1	C ✓		
	1.4.2	E ✓		
	1.4.3	D ✓		
	1.4.4	B ✓		
	1.4.5	F ✓	(5 x 1)	(5)
1.5	1.5.1	D ✓		
	1.5.2	A ✓		
	1.5.3	C ✓		
	1.5.4	F ✓		
	1.5.5	B ✓	(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) New York, USA -5 (+1 DST) -4
Frankfurt, Germany +1 (+1 DST) +2
Time difference: 6 hours ✓
16:30 + ✓ 6 hours (time difference)
= 22:30 + ✓ 7h30 (flying time) = 06:00 ✓ 5 June ✓

OR

06:00 ✓✓✓✓ on 5 June ✓ (5)

(b) 06:00 arrival time in Frankfurt
+ 15h30 ✓ (layover)
= 21:30 ✓

OR

21:30 ✓✓ (2)

(c) Frankfurt, Germany +1 (+1 DST) +2 ✓
Durban, South Africa +2
Time difference: 0 hour ✓
= 21:30 + ✓ 11 hours (flying time) = 08:30 ✓ 6 June ✓

OR

08:30 ✓✓✓✓ 6 June ✓ (5)

2.1.2 Transit visa ✓✓ (2)

2.1.3 (a) Jet lag ✓✓ (2)

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

(c) Fatigue ✓ (tiredness)
Difficulty concentrating ✓
- Insomnia or difficulty sleeping
- Irritability or mood changes
- Digestive issues, such as constipation or diarrhoea
- General discomfort and unease
- Headaches
- Dizziness
- Reduced appetite
- Decreased alertness or performance (2 x 1) (2)

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2.1.4 (a) Passport ✓ (1)

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

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

(d) Immigration authorities ✓
- Embassies
- Consulates of the country you plan to visit (1)

2.1.5 (a) Red ✓✓ channel (2)

(b) The goods exceed the limit for duty free items. ✓✓
- Customs Allowances: 1 litre spirits; 50 milliliters perfume; goods to the value of R5 000 or less purchased at the duty-free shop. (2)

2.2 2.2.1 (a) Offer A ✓✓ (2)

(b) **The brothers can select from:**
Unique Cultural Experiences: evening at a Zulu Village, where they can experience traditional dance, music and food. ✓✓
- Unique Culinary (Food) Experiences: Gourmet Food Tour at Durban Street markets, exploring diverse local flavors.
- Wildlife Adventures: Private Game Drive to view the Big Five.
- Wildlife Adventures: uShaka Marine World, which includes a marine world and water park. (2)

2.2.2 (a) International Drivers Permit/License (IDP) ✓✓ (2)

(b) The brothers should have used insect repellent. ✓✓
Slept under a mosquito net. ✓✓
- Worn long-sleeved shirts, long pants and socks.
- Stayed in air-conditioned or screened rooms.
- Taken prescribed antimalarial medication.
- Avoided areas with standing water where mosquitoes breed.

(2 x 2) (4)

[40]

QUESTION 3

3.1 3.1.1 EUR (€) 500 x ✓ 19,32 ✓ = ZAR 9 660 ✓

OR

ZAR 9 660 ✓✓✓ (3)

3.1.2 ZAR 15 000 ÷ ✓ 23,11 ✓= GBP (£) 649,06 ✓

OR

GBP (£) 649,06 ✓✓✓ (3)

3.1.3 (a) A weaker Rand makes South Africa a more affordable destination for international tourists. ✓✓

- International tourists' foreign currency has greater buying power, making accommodation, food, and activities more affordable for them. This can lead to an increase in tourist arrivals. (2)
- Can lead to extended stay in South Africa.

(b) Due to rising costs, South Africans might take fewer international trips ✓✓ or choose cheaper destinations.

- This can result in a decrease in the number of people traveling abroad from South Africa. (2)

[10]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 4.1.1 A – Mount Fuji ✓
B – Taj Mahal ✓
C – Petra ✓
D – Dome of the Rock ✓ (4 x 1) (4)

4.1.2 (a) Tokyo ✓
Agra ✓ (Any order) (2 x 1) (2)

(b) Jordan ✓
Israel ✓ (Any order) (2 x 1) (2)

4.1.3 **Icon A – Mount Fuji:**
Mount Fuji is Japan's highest peak and offers a demanding climb that appeals to adventure tourists seeking a physical challenge. ✓✓
- The Mount Fuji area offers a variety of adventure activities such as hiking, mountain biking, paragliding, skiing and snowboarding.
- The area around Mount Fuji is full of other attractions, such as Fuji Five Lakes, hot springs and amusement parks, making it suitable for adventure tourists. (2)

4.1.4 **Icon B – Taj Mahal:**
The Taj Mahal was constructed by the Mughal Emperor Shah Jahan in memory of his wife, Mumtaz Mahal. ✓✓
- The emperor's wife died while giving birth to their 14th child. Heartbroken by her death, Shah Jahan decided to build a grand tomb to honor her memory and their love. (2)

4.1.5 **Icon C – Petra:**
The ancient city of Petra is known for its stunning rock-cut architecture. ✓✓
- The Nabataeans, an ancient Arab people, carved stunning temples, tombs, and buildings into the rose-red sandstone cliffs.
- The skill and effort required to carve such detailed and stunning buildings from solid rock are truly impressive.
- Petra's water system shows the Nabataeans' great engineering skills.
- Petra was a key trading center in ancient times, located at the crossroads of important trade routes connecting Arabia, Egypt and the Mediterranean.
- The city's wealth and influence show the cleverness and resourcefulness of the Nabataeans in creating and sustaining a lively city. (2)

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4.2 4.2.1 South America ✓✓ (2)

4.2.2 El Castillo (Temple of Kukulkan) is a step pyramid in Chichen Itza. ✓✓
- It has terraces, a temple at the top, and a staircase that casts a serpent-like shadow during the equinoxes.
- The Great Ball Court: The largest and most impressive ball court in ancient Mesoamerica, it features high walls and stone rings where the Mayan ball game was played. (2)

NOTE: *Accept any relevant answer pertaining to architectural features.*

4.2.3 (a) Family-friendly experience: interactive displays and educational programs for kids. ✓✓
- Support facilities and services: rest areas and picnic spots, food stalls and souvenir shops, security staff on-site, first aid stations available.
- Easily accessible information: maps and brochures available at the entrance, clear signage and well-marked pathways.
- Local and international visitors: the poster is in English, which is widely understood by international visitors.
- Accessibility: wheelchair-friendly pathways. (2)

(b) Convenient opening hours: open daily from 8:00 to 17:00, accommodating various schedules. ✓✓
- Guided tours: ensure visitor numbers are controlled.
- Easily accessible information: maps and brochures available at entrance, clear signage and well-marked pathways. (2)

4.2.4 (a) Heavy foot traffic and numerous visitors can cause damage to the ancient structures and surrounding natural environment. ✓✓
- The arrival of large numbers of tourists can strain local infrastructure, including roads, restrooms (bathrooms), and waste management systems, leading to overuse and deterioration.
- Over-tourism can cause overcrowding, making it hard for visitors to fully enjoy and appreciate the site. It can also lower the quality of the visitors' experience.
- Large crowds can pose safety risks, including accidents, vandalism, and potential damage to the archaeological site.
- Tourism and commercialization can harm local culture, leading to the loss of heritage and authenticity. (2)

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(b) Introduce a timed entry ticket system to control the number of visitors at any given time. ✓✓
Develop and promote virtual tours of Chichen Itza, allowing people to explore the site online. ✓✓

- Restrict the size of tour groups to minimize the site's impact.
- Install more surveillance cameras.
- Create designated viewing platforms.
- Set up a dedicated fund for the ongoing restoration and maintenance of Chichen Itza.
- Implement seasonal closures or reduced hours during peak tourist seasons to allow the site to recover.
- Involve local communities in preservation efforts. Empower them to help protect the site and benefit from tourism sustainably.
- Implement educational programs to raise awareness about preserving the site. Encourage responsible tourism practices.

(2 x 2) (4)

NOTE: *Accept any suitable answer except for those related to security guards, guided tours, clear signage, or well-marked pathways, as these are already mentioned in the extract.*

[28]

QUESTION 5

5.1 Four ✓
- 4 (1)

5.2 5.2.1 Robben Island ✓ (1)

5.2.2 The site is historically significant in South Africa's struggle for freedom and democracy. ✓✓
- Nelson Mandela was imprisoned there for 18 years, making it an important site in his legacy.
- Visitors will be able to gain a deeper understanding of apartheid and the fight for liberation.
- The site offers guided tours by former political prisoners, providing accurate historical insights. (2)

5.3 The sites receive national and international recognition which will result in an increase in visitor numbers. ✓✓
Influx of visitors to the provinces to visit the World Heritage Sites will lead to increased tourism revenue. ✓✓
- Increased visitor numbers put the multiplier effect into motion.
- Boost in the economic activity lending itself to increased GDP, benefiting all establishments in the area.
- Creates jobs which will improve the standard of living.
- Decrease in unemployment, poverty and crime.
- A sense of ownership/pride of the heritage within the local community.
- The revenue generated may be used to upgrade and maintain the infrastructure.
- Encourage closer working relationships between all stakeholders.
- Create more opportunities for entrepreneurship.
- Positive impact on the geographical spread by attracting visitors to diverse regions across the country.
- These areas may attract foreign investment.
- Many sites are located in rural or less-developed areas, spreading economic benefits and improving livelihoods for local populations.
- The diversity of sites allows South Africa to attract visitors throughout the year, balancing seasonal tourism patterns. (2 x 2) (4)

[8]

QUESTION 6

6.1 6.1.1 Accommodation establishments (e.g. B&B's, Guest Houses, Hotels, Resorts, Game Lodges) ✓
Car Hire (Rental) ✓
- Conference Venues
- Travel Agencies
- Tour Operators (2 x 1) (2)

6.1.2 Tourism Business Council of South Africa ✓✓
- TBCSA (2)

6.1.3 The funds collected are used by SA Tourism to market South Africa as a destination of choice. ✓✓
SA Tourism's marketing efforts attract international visitors, leading to increased bookings and revenue for the participating businesses. ✓ ✓
(2 x 2) (4)

6.2 Reduced global awareness about South Africa as a travel destination. ✓✓
South Africa would lose marketing opportunities to showcase its unique attractions, leading to a weaker brand and less tourist interest. ✓✓
Competing destinations would gain an advantage, making it harder for South Africa to attract international travellers. ✓✓
- South Africa would miss out on networking opportunities and valuable partnerships, reducing tourism trade opportunities.
- The country would lose direct sales and bookings, negatively impacting tourism revenue.
- There would be limited insights into market trends and traveller preferences, making it harder to tailor tourism offerings.
- There would be a drop in inbound tourist numbers, slowing the multiplier effect that benefits local businesses.
- South Africa would miss opportunities to promote new travel experiences, resulting in reduced media attention.
- The overall reputation of South Africa as a top travel destination would decline, impacting long-term tourism growth. (3 x 2) (6)

[14]

TOTAL SECTION C: 50

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SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 7.1.1 The Contract of Employment ✓ (1)

7.1.2 The Code of Conduct ✓ (1)

7.2 A hotel with high professional standards is likely to get good reviews and ratings, boosting its reputation in the industry. ✓✓
Maintaining image standards ensures a consistent brand identity, making the hotel easily recognizable and trustworthy. ✓✓

- A professional look and behavior can make guests feel confident and the hotel reliable, encouraging them to return and recommend the hotel to others.
- When employees follow image standards, they feel proud and part of the team, boosting their morale and job satisfaction.
- Professional and well-groomed staff make a great first impression, leading to a more pleasant and welcoming experience for guests.
- Professional image standards include hygiene and safety guidelines, leading to a cleaner and safer environment for guests and staff.
- Clear guidelines for professional appearance and behavior can make operations smoother, reduce misunderstandings, and improve overall efficiency.
- A hotel with a professional image is likely to attract high-quality job candidates who value and respect those standards.
- Presenting a professional image results in positive word of mouth advertising which will lead to increased sales. (2 x 2) (4)

7.3 Yes, if the hotel's policy on professional appearance is clearly stated in the employment documents that Emma signed. ✓✓
This ensures that all staff present a uniform and professional image, which can be important for maintaining the hotel's reputation and meeting guest expectations. ✓✓

- The hotel has the right to enforce policies that align with its brand and service standards. (2 x 2) (4)

NOTE: *Do not award marks for Yes or No.* **[10]**

QUESTION 8

8.1 8.1.1 Khanyiso Eco Lodge creates jobs for the local community. ✓✓
The lodge buys supplies from nearby businesses. ✓✓ (2 x 2) (4)

8.1.2 The lodge supports schools and healthcare programs. ✓✓
Local guides lead tours, giving guests an authentic experience. ✓✓
- The lodge offers cultural exchange programs, where visitors experience local traditions. (2 x 2) (4)

8.2 The lodge operates on solar power and is off-grid, meaning it generates its own electricity. ✓✓
The lodge implements water conservation measures to minimize water usage. ✓✓
- The lodge has recycling measures in place to manage waste.
- Guests can participate in tree planting activities, contributing to reforestation efforts and the preservation of local ecosystems.
- The lodge offers activities like monitoring wildlife, which aids in conservation efforts such as anti-poaching initiatives.
- The lodge offers eco-friendly accommodation built with local materials that reduce environmental impact.
- The Lodge is Fair Trade certified, meaning the lodge shows its commitment to balancing environmental conservation, social responsibility, and economic sustainability, which are key principles of responsible tourism. (2 x 2) (4)

8.3 8.3.1 The Fair Trade certification guarantees that Khanyiso Eco Lodge follows responsible tourism practices, such as using solar power, conserving water, and protecting wildlife. This attracts environmentally conscious tourists who prefer to support sustainable businesses. ✓✓
Tourists who care about sustainability are more likely to choose a FTT-certified lodge because it guarantees ethical and environmentally responsible tourism practices. ✓✓
- Being Fair Trade certified allows the lodge to promote its sustainability efforts, making it more appealing to eco-conscious travelers.
- Fair Trade certification provides transparency regarding the lodge's sustainable practices and ethical standards. This builds trust among environmentally conscious tourists, who seek verification of a business commitment to responsible tourism. (2 x 2) (4)

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8.3.2 FTT requires that the lodge prioritize hiring local community members, providing job opportunities and economic support to the surrounding area. This ensures that the community benefits directly from tourism, increasing local support for the lodge. ✓✓
The certification directs that employees receive fair wages, improving the standard of living for the local workforce. ✓✓

- FTT encourages lodges to respect and integrate local traditions into tourism activities, allowing communities to share their heritage and benefit from tourism.
- FTT encourages the lodge to invest in training and development programs for local employees, enhancing their skills and career prospects.
- The lodge is required to support and contribute to community development projects, such as education, healthcare, and infrastructure improvements.
- FTT promotes the use of locally sourced products and services, supporting local businesses and reducing the environmental impact of transportation.
- The certification encourages the lodge to respect and preserve local cultural practices and traditions, fostering a sense of pride and identity within the community.
- FTT requires the lodge to engage with local stakeholders, including community leaders and organizations, to ensure their needs and concerns are addressed. (2 x 2) (4)

[20]

TOTAL SECTION D: 30

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

QUESTION 9

9.1 9.1.1 Unforeseen occurrence ✓✓
- Natural disaster (2)

9.1.2 Closure of hotels, beaches, and other tourist infrastructure due to the widespread damage caused by the wildfires. ✓✓
Decline in tourist arrivals, leading to revenue losses for businesses dependent on tourism. ✓✓
Retrenchment of employees/job losses due to damaged infrastructure - negative impact on income earnings for the people of California. ✓✓
- The multiplier effect will be negatively affected due to fewer tourists visiting the beach destination.
- A decline in foreign tourist arrivals to California will result in decreased foreign income.
- Decrease in GDP contributions from the tourism industry.
- There will be cancellations of bookings due to damage to infrastructure and prolonged periods of no tourism until the infrastructure has been rebuilt.
- The negative publicity surrounding the wildfires' impact will discourage potential visitors from choosing California as their holiday destination due to concerns about safety and infrastructure damage. (3 x 2) (6)

9.2 9.2.1 The G20 brings together nations from every continent to solve problems that affect us all. ✓✓
- An international forum of 19 countries and the European Union. (2)

9.2.2 Boost in tourism, as increased international exposure raises awareness of South Africa as a travel destination. ✓✓
The multiplier effect will take place as the spending by tourists, businesses, and organizers boosts the economy as money circulates, ✓✓ creating more demand for goods, services, and jobs, which further increases economic benefits.
- Hosting the summit can directly contribute to GDP growth through increased spending by international visitors, local businesses, and government investments in infrastructure and services.
- Creation of jobs in sectors such as tourism, hospitality, and event management.
- Attraction of international businesses, fostering networking, partnerships, and investment opportunities.
- Long-term economic benefits from promoting South Africa as a tourist destination even after the event.
- Infrastructure improvements made for the summit, which provide lasting economic benefits for both tourism and local communities.

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- Successfully hosting a major international event can boost South Africa's reputation as a capable and attractive destination for future events and tourists. (2 x 2) (4)

9.2.3 Hosting such a large event requires significant financial investment in security, infrastructure, and logistics. These costs can strain public resources and may not always be recovered through tourism revenue. ✓✓

- The summit can disrupt daily life, causing traffic congestion, restricted access to certain areas, and increased security measures. These disruptions can inconvenience residents and tourists, potentially leading to negative experiences.
- Issues or controversies during the summit, like protests or logistical problems, can lead to negative media coverage. This negative publicity can deter potential tourists and harm South Africa's reputation as a safe and welcoming destination. (2)

9.3 9.3.1 DRC ✓✓ (2)

9.3.2 The majority of neighbouring countries recorded an increase in tourist arrivals. ✓✓ This suggests a positive trend in regional travel to South Africa.

- Increase in tourist arrivals: Eswatini (16.5%), Lesotho (6.8%), Mozambique (3.8%), Namibia (10.8%)
- There was a decline in arrivals from Botswana (-2.6%), Zimbabwe (-3.8%). (2)

9.3.3 Introduce marketing campaigns specifically in countries with declining arrivals to promote South Africa’s attractions. ✓✓

- Increasing flight connectivity and cross-border transport options can make travel more convenient.
- Offering special travel packages and discounts, including accommodation and activities, to attract more tourists.
- Partnering with governments and tourism boards of neighbouring countries to promote cross-border tourism.
- Organising festivals, sports tournaments, or cultural events that attract tourists from SADC nations.
- Simplify visa application processes or introduce visa waivers for SADC countries to make traveling to South Africa easier and more accessible. (2)

[22]

QUESTION 10

10.1 Smartphone ✓✓
- Tablet
- Laptop
- Desktop Computer
- Smart TV (2)

10.2 Constructive feedback helps the lodge identify and fix weaknesses, improving their service. ✓✓
- Direct feedback helps the hotel understand areas that need enhancement, ensuring they maintain their high standards.
- Addressing complaints and implementing suggestions can significantly boost guest satisfaction and loyalty.
- By actively managing and responding to feedback, the hotel can showcase its commitment to guest experience, enhancing its reputation.
- Positive reviews attract guests, while constructive criticism helps meet market expectations.
- A transparent and responsive feedback system sets the hotel apart from competitors, showcasing their dedication to excellence. (2)

10.3 Address the problems with the various departments, such as room service, day care facilities, maintenance, spa staff and builders. ✓✓
Increase the number of staff during peak times. ✓✓
- Arrange staff training courses to improve their ability to provide quality service in the future.
- Motivate the staff to improve their performance.
- Compare prices with similar luxury hotels and local high-end restaurants to ensure competitiveness.
- Revise the menu and offer a range of price points, including some affordable options without compromising quality.
- Justify higher prices by including complimentary perks such as free desserts, drinks, or unique dining experiences.
- Use a housekeeping checklist to ensure all rooms have required amenities.
- Do regular room checks to ensure that amenities are replaced and in good condition.
- Put together a team to quickly address and replace or fix missing amenities when reported by guests.
- Routine maintenance should take place.
- Have temporary solutions in place such as offering a secure place for the guest to keep valuables whilst staying at the hotel. (2 x 2) (4)

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

TOTAL SECTION E: 30
GRAND TOTAL: 200

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