GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

PREPARATORY EXAMINATION

2025

MARKING GUIDELINES

TOURISM (10870)

20 pages

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GAUTENG PROVINCE
Department: Education
REPUBLIC OF SOUTH AFRICA

AMENDMENT TO MARKING GUIDELINES - PREPARATORY EXAMINATIONS

THE CHIEF INVIGILATOR

SUBJECT / *VAK*	**TOURISM (ENGLISH VERSION ONLY)**
PAPER / *VRAESTEL*	**–**
DATE OF EXAMINATION	**26 SEPTEMBER 2025**

The errata for the Marking Guidelines of **TOURISM** has reference.

There was an OMISSION OF THE INTERNATIONAL CLOCK on the map in Question 2.1 of the **ENGLISH question paper**. This affected **Question 2.1.1** which carried 4 marks and **Question 2.1.7** which carried 5 marks. This matter was addressed at the Marking Standardisation Meeting. This adjustment pertains to the **English version** of the Marking Guidelines ONLY.

To ensure that candidates are not disadvantaged and prejudiced in any way, you are advised to please ask your educator(s) of Tourism to **ignore Question 2.1.1 AND Question 2.1.7** when marking.
In other words, the paper must be marked out of a total of 191 instead of 200 and then the learners' marks must be converted to a mark out of 200. E.g., Should a learner attain 124/191, then that mark is recalculated to 130/200.

Use the formula: $\frac{a}{191}$ **x** 100 = b. *Then,* $\frac{b}{100}$ **x** 200 = c

c is the mark that is entered into SASAMS ***out of 200****.*

Mr. Jonathan Williams

DIRECTOR: EXAMINATIONS MANAGEMENT
26 September 2025

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MARK OUT OF 191	MARK OUT OF 200	MARK OUT OF 191	MARK OUT OF 200	MARK OUT OF 191	MARK OUT OF 200	MARK OUT OF 191	MARK OUT OF 200	MARK OUT OF 191	MARK OUT OF 200
1	**1**	45	**47**	89	**93**	133	**139**	177	**185**
2	**2**	46	**48**	90	**94**	134	**140**	178	**186**
3	**3**	47	**49**	91	**95**	135	**141**	179	**187**
4	**4**	48	**50**	92	**96**	136	**142**	180	**188**
5	**5**	49	**51**	93	**97**	137	**143**	181	**190**
6	**6**	50	**52**	94	**98**	138	**145**	182	**191**
7	**7**	51	**53**	95	**99**	139	**146**	183	**192**
8	**8**	52	**54**	96	**101**	140	**147**	184	**193**
9	**9**	53	**55**	97	**102**	141	**148**	185	**194**
10	**10**	54	**57**	98	**103**	142	**149**	186	**195**
11	**12**	55	**58**	99	**104**	143	**150**	187	**196**
12	**13**	56	**59**	100	**105**	144	**151**	188	**197**
13	**14**	57	**60**	101	**106**	145	**152**	189	**198**
14	**15**	58	**61**	102	**107**	146	**153**	190	**199**
15	**16**	59	**62**	103	**108**	147	**154**	191	**200**
16	**17**	60	**63**	104	**109**	148	**155**		
17	**18**	61	**64**	105	**110**	149	**156**		
18	**19**	62	**65**	106	**111**	150	**157**		
19	**20**	63	**66**	107	**112**	151	**158**		
20	**21**	64	**67**	108	**113**	152	**159**		
21	**22**	65	**68**	109	**114**	153	**160**		
22	**23**	66	**69**	110	**115**	154	**161**		
23	**24**	67	**70**	111	**116**	155	**162**		
24	**25**	68	**71**	112	**117**	156	**163**		
25	**26**	69	**72**	113	**118**	157	**164**		
26	**27**	70	**73**	114	**119**	158	**165**		
27	**28**	71	**74**	115	**120**	159	**166**		
28	**29**	72	**75**	116	**121**	160	**168**		
29	**30**	73	**76**	117	**123**	161	**169**		
30	**31**	74	**77**	118	**124**	162	**170**		
31	**32**	75	**79**	119	**125**	163	**171**		
32	**34**	76	**80**	120	**126**	164	**172**		
33	**35**	77	**81**	121	**127**	165	**173**		
34	**36**	78	**82**	122	**128**	166	**174**		
35	**37**	79	**83**	123	**129**	167	**175**		
36	**38**	80	**84**	124	**130**	168	**176**		
37	**39**	81	**85**	125	**131**	169	**177**		
38	**40**	82	**86**	126	**132**	170	**178**		
39	**41**	83	**87**	127	**133**	171	**179**		
40	**42**	84	**88**	128	**134**	172	**180**		
41	**43**	85	**89**	129	**135**	173	**181**		
42	**44**	86	**90**	130	**136**	174	**182**		
43	**45**	87	**91**	131	**137**	175	**183**		
44	**46**	88	**92**	132	**138**	176	**184**		

SECTION A

QUESTION 1

1.1	1.1.1	C ✓/To boost the tourism industry	MTP	
	1.1.2	B✓/00:00	MTP	
	1.1.3	A✓/Jet lag	MTP	
	1.1.4	D✓/Cholera	MTP	
	1.1.5	A✓/Drink lots of water.	MTP	
	1.1.6	B✓/Using overcrowded public transport and accommodation	MTP	
	1.1.7	C✓/€	FX	
	1.1.8	D✓/Table Mountain National Park	CH	
	1.1.9	B✓/Meteorite impact crater	CH	
	1.1.10	A✓/Maloti-Drakensberg Park	CH	
	1.1.11	C✓/Prison for anti-apartheid activists • D/Military base for training troops	CH	
	1.1.12	C✓/FTT	SR	
	1.1.13	C✓/Zimbabwe, Lesotho, Mozambique	DRI	
	1.1.14	D✓/environmental	SR	
	1.1.15	B✓/Sustainability	SR	
	1.1.16	B✓/Responsible tourism.	SR	
	1.1.17	B✓/Malls, designer stores and markets stalls	MTP	
	1.1.18	A✓/negative impact on the destination image of Africa.	DRI	
	1.1.19	B✓/An epidemic	DRI	
	1.1.20	D✓/Decide on an action plan	CC	(20)
	1.2.1	TBCSA ✓	M	
	1.2.2	ITB ✓	M	
	1.2.3	TOMSA ✓	M	
	1.2.4	Brand South Africa ✓	M	
	1.2.5	TGCSA ✓	M	(5)
	1.3.1	gross domestic product ✓	FX	
	1.3.2	weaker ✓	FX	
	1.3.3	scheduled ✓	MTP	
	1.3.4	adventure ✓	TA	
	1.3.5	wear their SPF sun block ✓	MTP	(5)

1.4.1	G ✓	DRI	
1.4.2	C ✓	DRI	
1.4.3	E ✓	DRI	
1.4.4	B ✓	DRI	
1.4.5	A ✓	DRI	(5)

1.5.1	Parthenon ✓	TA	
1.5.2	Windmills ✓	TA	
1.5.3	Switzerland ✓	TA	
1.5.4	Mexico ✓	TA	
1.5.5	Jordan ✓	TA	(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 2.1.1 **Visual method: plotted first and then written out** MTP



10:00 + ✓ 0 hours ✓ (time difference) = 10:00 ✓

OR

Time in SA when phone call was received: 10:00 ✓✓✓✓ (4)

2.1.2 **Recommended vaccination:** MTP

Recommended vaccinations are just a precautionary measure to ensure the health of individual tourists and are optional. ✓✓

(**NOTE:** *choice can be expressed in various ways*)

- Recommended vaccinations are not a measure for high-risk diseases. (2)

2.1.3 Protect tourists from contracting diseases that are prevalent in certain regions ✓✓ MTP

- Ensuring the health of tourists
- Reducing the risk of transmission to local populations.
- Helps promote safe travel
- Maintains public health standards in both the tourist's home country and the destination. (2)

2.1.4 Valid passport ✓✓ MTP

- passport (2)

2.1.5 a) red channel ✓ MTP (1)

b) Dr Bach had more perfume than what is allowed ✓✓ MTP

- Only 50ml of perfume was allowed.
- Dr Bach had goods exceeding the duty-free allowance.
- To declare a laptop
- To declare sporting equipment
- Dr Bach had items to declare (2)

c) 100 ml perfume ✓ MTP (1)

d) Items a tourist may enter the country with, provided the quantity or number of the items are within the allowed limits, then no money (duty) is paid on these items. ✓✓ MTP

- Certain consumable goods for personal use within the allowed quantities, will not have any extra fees (duty) paid on them, unless it exceeds the number or quantity specified as free of charge.
- New or used goods, excluding certain consumable goods, that travellers from international countries are entitled to import, up to a value of R5 000 per person without paying any duty or tax thereon. (2)

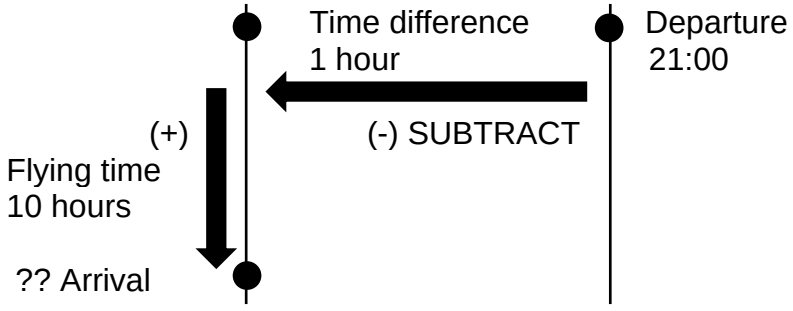
2.1.6 He had to not carry large sums of cash. ✓✓ MTP
He had to avoid a public display of expensive phones, cameras, jewellery and other valuables. ✓✓

- He had to keep valuable personal items safely locked away.
- He had to never leave his luggage unattended.
- He had to carry his wallet in an inside pocket and not in a back pocket.
- He had to move around and explore in a group.
- He had to exchange currency at a reputable FOREX retailer.
- He had to not talk to strangers.
- He had to be cautious of unauthorised assistance
- He had to make sure of his transport – only have made use of registered taxi companies.

NOTE: *Any other acceptable safety requirements relating to safety at the airport in SA.* (4)

2.1.7 **<u>Visual method: plotted first and then written out</u>** MTP

Zurich, Switzerland +1 South Africa +2
(No DST on 1 November)



21:00 – ✓1 hour ✓ = 20:00
20:00 (+ ✓) 10 hours flying time =
06:00 ✓ 2 November 2024✓

OR

06:00 ✓✓✓✓ 2 November 2024 ✓ (5)

2.2 2.2.1 Transport ✓ MTP
Accommodation ✓
Attractions (natural and human-made) ✓
- Activities (at natural and human-made attractions)
- Meals and refreshments.
- Times or time frames (3)

2.2.2 A tour budget is a financial plan that outlines the estimated costs and expenses for a trip or tour. ✓✓ MTP
- It includes all the essential components of the travel experience, allowing travellers to manage their finances effectively and avoid most unexpected costs. (2)

2.2.3 MTP

	Example: Day 1	Day 2	Day 3
Calculations	Acc: R1 200,00 + Act: R600,00 + Food: R250,00	Acc: R1 500 + Trans: R1 800 + Act: R500 ✓	Act: R395 + Act: 900✓
Total	R2 050,00	R3 800,00 ✓	R1 295,00 ✓
Total Tour		R5 095,00✓✓	

(6)
[36]

QUESTION 3

3.1 3.1.1. United States Dollar ✓✓ FX (2)

3.1.2 USD 4 000 x ✓ 18,1765 ✓ FX
= ZAR 72 706,00 ✓

OR

ZAR 72 706,00✓✓✓

NOTE: *Do not penalise the learners if the currency code or symbol is not indicated because the currency is mentioned in the question.* (3)

3.1.3 ZAR 22 000 ÷✓ 18,5415 ✓ FX
= 1186.527519348489
= USD 1186,53 ✓

OR

USD 1186.53 ✓✓✓

NOTE: *Do not penalise the learners if the currency code or symbol is not indicated because the currency is mentioned in the question.* (3)

3.2 Greater influx of inbound international tourists as South Africa will be seen as a value for money destination. ✓✓ FX
Tourists will find South Africa an affordable destination to visit. ✓✓
They will be able to buy more goods and services (greater buying power). ✓✓

- They will be able to stay longer because they will have more money to spend.
- They will receive more rand for their currency. (6)

[14]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 4.1.1 A-Mount Fuji ✓ TA
B- Mecca ✓
- The Kaaba

C-The Blue Mosque ✓ (3)

4.1.2 Mount Fuji is sacred to the Japanese people. ✓✓ TA
- It is seen as the source of artistic inspiration.
- It has been the object of pilgrimage by the Japanese people for centuries.
- UNESCO recognises 25 sites of cultural interest within the Mount Fuji area.
- It has been declared by UNESCO as a cultural site
- It is a symbol of Japan (2)

4.1.3 The Hajj is an annual pilgrimage of Muslims which takes place during the twelfth month of the Islamic lunar calendar. ✓✓ TA
- Muslims circle the Kaaba anticlockwise seven times.
- Walking seven times between the hills of Safaa and Marwa
- To perform the symbolic stoning of the devil by throwing stones at three large pillars
- Pilgrims stand together, engage in devotion and seek forgiveness from Allah. (2)

4.1.4 Tiles covering the walls of its interior (inside) are mainly blue. ✓✓ TA
- Many domes and semi-domes above the prayer hall.
- Six tall minarets are iconic features dominating the Istanbul skyline.
- The two retiring rooms with balcony for the sultan to rest at the L-shaped raised platform inside the prayer hall where the sultan could pray is an innovation that appears at this mosque for the first time in Ottoman architecture.
- The mosque also has 260 windows giving natural light.
- There are calligraphic inscriptions and murals with floral motives on the walls (2)

4.1.5 Increase in accommodation bookings, hotels, hostels, and other lodging facilities cater to millions of pilgrims. ✓✓ TA

- Increase in sales in the food and beverage industry, restaurants, cafes, and food stalls serve a wide range of cuisine.
- Increase in the use of public transportation, airlines, buses, and taxis that transport pilgrims to and from Mecca.
- Increase in souvenirs and shopping sales, Pilgrim's purchase souvenirs, gifts, and Islamic literature.
- Multiplier Effect is set in motion.
- The tourism industry in other cities and areas in the region benefit during the Hajj and pre- or post-Hajj tours too.
- Increased job opportunities during the Hajj

NOTE: *Accept any explanation relative to the positive impact of icon B on Saudi Arabia's economy.* (2)

4.1.6 All three icons are religious symbols. ✓✓ TA

- Have significance to specific religions.
- The faithful visit these holy and sacred places.
- There is a link between traditions, values and religious identity of the local cultures (2)

4.2 4.2.1 Country: India ✓ TA
Continent: Asia ✓

NOTE: accept without labelling and accept any order (2)

4.2.2 **Culturally significant to the Indian people** TA
The Taj Mahal is a symbol of eternal love, representing the deep bond between Shah Jahan and his wife, Mumtaz Mahal ✓✓

- It is an iconic example of Mughal architecture, blending Indian, Persian and Islamic styles.
- The Taj Mahal has become an instantly recognisable symbol of India, representing the country's rich cultural diversity and artistic heritage.
- It represents the golden age of Mughal rule in India.

Architectural (design) feature
The Taj Mahal is a mausoleum, which is a building constructed as a monument that encloses the burial chamber of a person who has died. ✓✓

- The Taj Mahal was built for the wife of emperor shah Jahan, who dies during the birth of one of their children.
- It is a spectacular structure that was constructed between 1631 and 1648.
- It is made of white marble, with semi-precious stones and floral designs
- It has four small minarets surrounding the structure, which is covered by a large dome.
- The building has a tomb, mosque and moonlight garden.
- Ottoman architecture (4)

4.3 4.3.1 (a) Nepal ✓ TA
- China
- Tibet (1)

(b) Asia✓ TA (1)

4.3.2 Mount Everest is the highest point on earth's surface ✓✓ TA
- It is an icon in the world of mountain climbing.
- Relatively few people have managed to reach the summit and it is an achievement of note, where many have died trying.
- Mountain is 60 million years old. (2)

4.3.3 Minimise single-use plastics. ✓✓ TA
- Opt for reusable water bottles and refillable containers.
- Dispose of waste at designated collection points.
- Take shorter showers.
- Use biodegradable soap and eco-friendly products.
- Support eco-friendly lodges that practice rainwater harvesting and water-efficient toilets.
- Make use of solar panels.
- Stick to designated trails.
- Participate in clean-up treks and initiatives to help maintain the region's beauty and sustainability.
- Deposits for refuge removal upon return.
- Use of drones to collect or bring back garbage down the mountain.
- Conduct awareness campaigns
- Use of recycle bins (2)

[25]

QUESTION 5

5.1 5.1.1 A- Vredefort Dome ✓ CH
B- Robben Island ✓
C- iSimangaliso Wetland Park ✓
- iSimangaliso Wetland Park-Maputo National Park (3)

5.1.2 Natural ✓ CH (1)

5.1.3 **Vredefort dome** CH
It is the largest meteorite crater on earth ✓✓
- It is a remarkable well-preserved astrobleme, providing valuable insights into Earth's geological history.
- Epicentre of a meteor impact site (2)

5.1.4 Cape Floral Region Protected Areas. ✓ CH
- The Emergence of Modern Human Behaviour: The Pleistocene Occupation Sites of South Africa. (1)

5.2 5.2.1 2024 ✓ CH (1)

5.2.2 Western Cape ✓ CH
- WC

KwaZulu-Natal ✓
- KZN (2)

5.2.3 (a) Diepkloof Rock Shelter ✓ CH (1)

(b) They demonstrate the emergence of modern human behaviour ✓✓ CH
- They provide insights into early human occupation and tool use.
- They showcase the region's rich cultural heritage.
- All three sites are underdeveloped as part of a World Heritage Site, only declared in 2024.
- All three are caves. (2)

[13]

QUESTION 6

6.1 Increase in international awareness of South Africa as a travel destination ✓✓ M
- Increase in annual volume of foreign arrivals to South Africa
- More money being spent in the country.
- Job opportunities/creation
- Contributes to GDP
- The Rand will become stronger against other currencies.

NOTE: *Accept any ONE explanation for why marketing South Africa internationally is important.* (2)

6.2 Bring together travel industry professionals, tour operators, travel agents and suppliers to facilitate business-to-business interactions. ✓✓ M
- Provide a platform for networking, partnerships, and collaborations among industry stakeholders.
- Highlight various destinations, tourism products, and services to attract potential buyers and partners.
- Launch new tourism products, services, and marketing campaigns to generate interest and drive sales.
- Foster relationships between buyers, sellers, and industry partners to drive business growth and expansion.
- Facilitate business opportunities for tourism businesses. (2)

6.3 TOMSA receives the 1% tourism levy collected by participating Tourism businesses ✓✓ M
- TOMSA pays a fixed percentage of the levies collected to SA Tourism for marketing purposes
- TOMSA ringfences a percentage of the levies as a collaborative fund for initiatives driven by levy contributors. (2)

6.4 "In 2020, South Africa was a destination with close to 3.8 million international tourists." ✓✓ M

- "In 2020, South Africa was the most visited destination in Africa".
- "South Africa ranks amongst the most popular countries for tourists on the African continent."
- "Millions of tourists annually visit South Africa to see its beaches, landscapes, and wildlife."
- "As expected, the majority of tourists arriving in South Africa saw the country as a holiday destination."
- "Marketing a country like South Africa" (2)

6.5 Both platforms aim to promote tourism✓✓ M
Both platforms feature various travel destinations, highlighting their unique attractions, cultures, and experiences. ✓✓

- Both platforms offer travel-related products and services
- Both platforms use visual storytelling to showcase destinations with high quality images, videos, and virtual tours.
- Both platforms cater to travel enthusiasts, whether they are industry professionals, travel agents, or individual travellers.
- Both promote African products and services.
- Both owned and organised by SATourism.
- Both are open to the public.
- Both have business-to-business networking.
- Both held in South Africa. (4)

[12]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 The hotel may install low-flow shower heads that allow less water through. ✓✓ SR
The hotel may use the harvested rainwater to flush toilets instead of normal water supply. ✓✓
The hotel provides guests with water from its own onsite water-filtration site saving on bottled water usage. ✓✓

- The hotel may request guests not to have their linen washed daily but only on alternative days.
- The hotel may install low-flow dual flush toilets that use less water.
- The hotel may use energy star certified appliances.
- The hotel may maintain leaks to reduce water account.

NOTE: *Accept examples relevant to reducing water usage.* (6)

7.2 Recycle ✓ SR
Reduce ✓
Reuse ✓ (3)

7.3 Economic ✓ SR
Handiwork and artwork produced by the local villagers have been bought rather than outsourced. ✓

- Job creation for the local community
- Save on buying and transporting bottled water by having an onsite water-filtration facility.
- Save on having to buy and transport compost

Environmental ✓
The resort runs on 100% solar power. ✓

- The resort captures rainwater.
- The resort has its own onsite water filtration site to eliminate the use of single-use plastic bottles
- The resort practises recycling and re-using processes.
- The resort has a worm-based septic system.
- The resort grows its own herbs and vegetables.

Social ✓
Local villagers are employed at the resort and hotel. ✓

- The hotel supports the Rise Beyond the Reef Charity
- Supports women and children
- Promotion of the culture of the community (6)

[15]

QUESTION 8

8.1. Green tourism ✓ SR
- Ethical adventures
- Ethical tourism
- Environmentally-friendly tourism
- Ethical wildlife experiences
- Responsible travel / Eco-friendly transport (1)

8.2 Responsible tourism is about enjoying the destination with minimal impact on the environment and about supporting the local communities and promoting cultural respect. ✓✓ SR
- Responsible tourism promotes sustainable travel practices that protect the natural environment and supports the local communities.
- Don't break or take plants.
- Don't litter.

NOTE: *Accept examples relevant to responsible tourism.* (2)

8.3 SR

Rwanda✓

Tourist Code of Conduct: Wildlife Conservation✓
Do not buy crafts or products made from endangered species. ✓
Do not feed or provoke the animals. ✓
- Keep on designated pathways.
- Move quietly not to disturb the gorillas in their natural habitat
- Follow the guidance of the park ranger when encountering the silverback male gorilla

OR

Norway or Switzerland

- Do not remove any natural item from the environment.
- Reduce your carbon emissions.
- Stay on designated paths.
- Book small tours to avoid the negative impact of mass tourism.
- Use eco-friendly transport.
- Recycle when possible.
- Choose environmentally-friendly accommodations. (4)

8.4 Cable cars ✓ SR
Bicycles ✓
- Electric trains
- Electric buses
- Climate neutral boats
- Electric trams
- Funicular railway
- Animal powered transport
- Human-powered transport (2)

8.5 Tourists can support local communities by choosing locally owned accommodations. ✓✓ SR
Tourists should respect local cultures by learning about their customs and traditions. ✓✓
Reduce plastic waste by re-using water bottles, re-using shopping bags and containers. Avoid a single use. ✓✓

- Tourists should minimise energy and water consumption by conserving resources by turning off lights, air-conditioning and heating when not in use.
- Use sustainable modes of transport.
- Participate in responsible souvenir shopping.
- Participate in volunteering and community projects.
- Obtain permission from local community (photos/entry)
- Follow a responsible code of conduct. (6)

[15]

TOTAL SECTION D: 30

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

QUESTION 9

9.1 9.1.1 30th Conference of Parties ✓✓ DRI

- United Nations Climate Change Conference
- Climate Summit
- International climate meeting (2)

9.1.2 A summit is a meeting of global leaders to discuss issues of international significance and to reach amicable resolutions. ✓✓ DRI

- A conference where the presidents of countries and their entourage of representatives come together and meet, discussing items on an agenda of world importance. (2)

9.1.3 There would be infrastructural development that may include the improvement of roads, telecommunications, and electricity supply. ✓✓ DRI

There would be an increase in foreign exchange income as the global leaders would need to exchange foreign currency to buy goods and services during the summit session. ✓✓

- Some companies may invest in the host country.
- The multiplier effect would be stimulated as many businesses would benefit from the global summit.
- Upgraded venues will be leaving a legacy after the event.
- Temporary and permanent employment opportunities in the host country, especially in the host city Belém.
- Skills development for the local citizens involved with COP30.
- Increased tourism to the host country during and after the conference through family joining, extended stay and return visits.
- Global visibility or exposure due to media coverage of the meetings in the host country. (4)

9.1.4 The hiring of high-level security would be very expensive on the planning committee. ✓✓ DRI

There would be road closures, with congestion, overcrowding and a higher accident rate. ✓✓

- There could be terror attacks.
- It might take a long time for the country to pay off the debt incurred by the expenditure.
- High costs on venue rental, security, catering, and accommodation for delegates.
- Disruption of local businesses especially those in hospitality and tourism industry due to large influx of visitors.
- The increased demand for goods and services can lead to inflation making life more expensive for locals.
- Displacement of local residents having to make way for infrastructure development.
- Increased crime around venues where delegates congregate getting to and attending the conference. (4)

- Protests and demonstrations by local citizens due to increased media coverage they want to utilise for their cause.
- Increased carbon footprint because of increased transport emissions for entourages, security teams, catering providers etc and because of other contributions.
- Waste management increases in volume and cost.
- Damage to local ecosystems due to local spectators, media personnel, security teams, conference suppliers etc converging for the summit
- Human rights concerns caused by increased security measures.
- Job loss after the summit affects the local Brazilian economies.

9.2 Comrades Marathon ✓ DRI
Wimbledon ✓
Olympics ✓
- Soccer World Cup
- Cricket World Cup
- G7 Summit

NOTE: *Any THREE global events organised, planned and held periodically.* (3)

9.3 9.3.1 (a) United Kingdom ✓ DRI
Belgium (based on 2024 % of March 2023)
Germany (based on 2024 % of March 2019) (1)

(b) Italy ✓ DRI
Australia (based on 2024 % of March 2023)
India (based on 2024 % of March 2019) (1)

9.3.2 Air markets ✓✓ DRI
- Source markets
- Overseas markets
- European markets
- Top 10 markets (2)

9.3.3 Australia ✓✓ DRI
India ✓✓ (4)

9.3.4 Marketing initiatives not focused enough on these markets ✓✓ DRI
- Less successful marketing campaigns
- Negative word-of-mouth
- Bad media publicity
- Enough air-access lacking
- Problems with travel document obtainment
- Post-COVID recovery strategy to still be fully successful for these markets. (2)

[25]

QUESTION 10

10.1 Customer feedback assists a business to evaluate its strengths and weaknesses ✓✓ CC

- Customer feedback helps improve a business's products offered to meet the customers' expectations and needs.
- Feedback can maintain customer loyalty.
- Feedback helps to retain a competitive edge. (2)

10.2 Provide staff training workshops✓ CC
Employ more skilled employees ✓
Respond to complaints timeously. ✓

- Offer loyalty or rewards points.
- Address areas of concern.
- Manage social media reputation (3)

[5]

TOTAL SECTION E: 30

TOTAL: 200