



NATIONAL SENIOR CERTIFICATE EXAMINATION  
MAY 2025

**TOURISM**  
**MARKING GUIDELINES**

Time: 3 hours

200 marks

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**These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.**

**The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.**

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**QUESTION 1**

- 1.1 The Eastern Cape had the highest official unemployment rate in South Africa as of the first quarter of 2024.
- 1.2 High unemployment rates can:
- lead to increased crime rates, which may deter tourists due to safety concerns.
  - reduced disposable income among local residents can lead to lower spending on local tourism businesses, affecting their viability and growth.
  - Poor economic conditions might result in decreased investment in tourism infrastructure and services, making the province less attractive to potential visitors.
- 1.3 Impact on local businesses:
- Local businesses may experience decreased revenue due to reduced consumer spending power, leading to potential closures or downsizing.
  - Attractions might see a decline in visitor numbers, affecting their profitability and ability to maintain and upgrade facilities.
  - High unemployment could result in a negative image of the region, deterring investment and tourism development opportunities.
- 1.4 According to the passage, the highest job losses were:  
Western Cape: 17 000 job losses  
And Northwest with 13 000 job losses
- 1.5 1.5.1 Western Cape
- 1.5.2 Western Cape is a tourism hotspot for SA, therefore the tourism sector employs a multitude of people or candidate may mention political stability in Western Cape, with lower unemployment levels.
- 1.6 It has consistently been well below the South African national average official unemployment rate over the past ten years.
- 1.7 Strategies to boost tourism: (any four)
- Providing community projects that increases access to digital training, such as BDD.
  - Develop and promote niche tourism markets (e.g., eco-tourism, cultural tourism) to attract diverse visitors.
  - Invest in marketing destinations.
  - Invest in training and skills development for local residents to improve service quality and employability in the tourism sector.
  - Enhance infrastructure and accessibility to make tourist attractions more appealing and easier to reach.
  - Partner with private sector stakeholders to create sustainable tourism projects that can generate long-term employment opportunities.

- 1.8 This current situation can be categorised as a political situation that relates to an economic issue, specifically relating to unemployment and its socio-economic impacts.
- 1.9 Characteristics of this type of event:
- Economic instability: High unemployment rates indicate underlying economic challenges.
  - Unemployment affects the quality of life and social cohesion within communities.
  - Policy implications: Requires government intervention and strategic planning to address and mitigate the issue.
- 1.10 Impact on multiplier effect and GDP.
- Reduced consumer spending: Unemployed individuals have less disposable income, leading to lower overall demand for goods and services.
  - Decreased productivity: High unemployment means fewer people are contributing to the economy, reducing overall productivity.
  - Increased government expenditure: Higher unemployment leads to increased spending on social welfare programs and unemployment benefits.
  - Lower tax revenue: With fewer people working, the government collects less income tax, impacting public finances.
  - Potential long-term economic decline: Persistent high unemployment can lead to structural issues in the economy, reducing growth prospects.
- 1.11 1.11.1 The rise of the GDP and its impact on community development.
- Improved infrastructure: Increased GDP can lead to higher government revenue, which can be invested in improving local infrastructure such as roads, schools, and healthcare facilities.
  - Enhanced public services: More funds can be allocated to enhance public services, improving the quality of life for community members.
  - Economic opportunities: A growing GDP often leads to increased investment and job creation, providing more economic opportunities for local residents.
  - Social development: Higher GDP can lead to improved social programs and initiatives, fostering community well-being and development.
  - Reduced poverty: Economic growth can help lift people out of poverty by creating jobs and improving living standards, contributing to overall community development.
- 1.11.2 A tourism multiplier effect occurs when money spent by a tourist can circulate multiple times in a country's economy. This can be through direct and indirect spending.  
(Any 2 points)

**QUESTION 2**

- 2.1 2.1.1 Reasons for difference in currency value: (any four)
- **Economic stability:** Countries with stable economies typically have stronger currencies.
  - **Interest rates:** Higher interest rates can attract foreign investment, increasing demand for the currency and raising its value.
  - **Inflation rates:** Lower inflation rates usually result in a stronger currency as purchasing power remains higher.
  - **Political stability:** Countries with stable governments and predictable policies tend to have stronger currencies due to increased investor confidence.
- 2.1.2  $25,000 \text{ USD} \times 18,74 = 468,500 \text{ ZAR}$
- 2.1.3 Correctly divide the amount in ZAR by the BSR.  
R1 200,00 divided by 18,81 = USD63,80
- 2.1.4 BSR (Bank's Selling Rate) is higher because it includes the bank's profit margin and to cover admin and transaction fees.
- 2.2 Weak currency on:
- **Attracts foreign tourists:** A weak currency makes South Africa a cheaper destination for foreign tourists, increasing tourist inflow.
  - **Increases spending:** Tourists find their foreign currency goes further, potentially increasing their spending on local goods and services.
- 2.3 Any two of the following: Gross Domestic Product is the total monetary value of all goods and services produced within a country's borders in a specific time period. It is a key indicator used to gauge the health of a country's economy.
- 2.4 Strong GDP on a country: (Any three)
- **Economic growth:** Indicates robust economic growth and stability.
  - **Increased investment:** Attracts foreign and domestic investment, boosting further economic activities.
  - **Improved living standards:** Typically results in higher income levels and improved living standards for the population.
  - **Employment rate is high.**
- 2.5 Suggest three payment methods: (Any three)
- **Cash:** Useful for small purchases and in areas where electronic payments are not accepted.
  - **Mobile payments:** Secure and increasingly popular method, especially in urban areas.
  - **Credit/debit cards:** Widely accepted and convenient.
  - **Digital app-payments:** Zapper, Paypal, Snapscan, Samsung Pay, etc.

**QUESTION 3**

3.1 3.1.1 Funding happens through TOMSA.

- 1% from each confirmed booking is collected from accommodation, car rental and tour operators by TOMSA (it's voluntary).
- Levies are paid to Tourism Business Council of SA (TBCSA), which administrates TOMSA.

3.1.2 Describe the role of SAT (South African Tourism).

- SAT is responsible for promoting South Africa as a premier tourist destination both domestically and internationally.
- Maintain and enhance the facilities and services for tourists.
- Partnership development and coordinating marketing activities within int industry: Works with various stakeholders, including travel agencies, airlines, and other tourism entities, to enhance tourism infrastructure and services.

3.1.3 Marketing SA internationally: Participating in international trade shows like ITB Berlin and WTM (World Travel Market) London to showcase South African tourism offerings.

3.1.4 Any two strengths and two threats to the WTM. (Marker to use own discretion, as answers will differ. A guideline is provided:)

**Strengths:**

- **Global reach:** Attracts a diverse audience of travel professionals from around the world, providing extensive networking opportunities.
- **Industry trends and networking:** Offers insights into the latest travel and tourism trends, helping exhibitors stay ahead of the market.
- **GDP growth.**
- **Job opportunities.**

**Threats:**

- **Economic downturns:** Global economic instability can reduce participation and investment in the event.
- **Health crises:** Events like pandemics can significantly impact attendance and overall success.
- **Loadshedding:** can be seen as threat, if there are no generators.

3.1.5 Marketing mix for the WTM. (One mark for each P, and the second mark for the correct application.)

**Marking points:**

- **Product:** The WTM offers a platform for networking, showcasing tourism products, and gaining insights into industry trends. Ensure diverse exhibits and presentations.
- **Price:** Set competitive pricing for exhibitors and attendees, considering value-added services like exclusive networking events or workshops.
- **Place:** Host the event in a convenient, accessible location with good infrastructure and amenities to attract international participants.
- **Promotion:** Use a mix of digital marketing, social media campaigns, email marketing, and traditional advertising to promote the event.
- **People:** Ensure a well-trained, hospitable staff to manage the event, assist participants, and provide exceptional service. Target market can be described as conference or business tourists with an interest in the Tourism industry.
- **Process:** Streamline registration, check-in, and session scheduling processes to enhance participant experience. Programme of speakers available.
- **Physical Evidence:** Provide tangible proof of the event's success, such as testimonials, case studies, and promotional materials from previous years.
- **Partnership:** partnering with stakeholders and industry leaders such as WWF, Airlines, retail shops like Checkers.

3.2 Disadvantages of 'above the line' marketing. (Any two)

- **Costly:** Above the line marketing, such as TV and radio ads, can be expensive and may not be affordable for all businesses.
- **Less targeted:** This type of marketing reaches a broad audience, which may include many individuals who are not the target market.

3.3 Name two advantages of 'below the line' marketing.

- **Cost-effective:** Generally cheaper than above the line marketing, making it accessible for smaller businesses.
- **Targeted:** Allows for more precise targeting of specific market segments, leading to more effective and personalized marketing efforts. Also, more interaction between business and customer.

### 3.4 Importance of teamwork in the execution of the WTM. (Any three)

- **Better ideas:** Effective teamwork ensures that diverse skills and perspectives are brought together to plan and execute a successful event.
- **Efficiency and time:** Dividing tasks among team members helps in managing time and resources more effectively.
- **Problem solving:** Teams can collaboratively address challenges and find solutions more efficiently than individuals working alone.
- **Innovation and creativity:** A diverse team can contribute innovative ideas and creative solutions, enhancing the overall quality of the event.

### 3.5 Stages of group behaviour (Marks are not being awarded for only the name of the stage. A mark can be awarded if the candidate applied their answer only.) Candidates' answers will vary. Marker to use own discretion.

1. **Forming:** Team members get to know each other and understand the task at hand.
2. **Storming:** Conflicts and disagreements may arise as team members express their individual views and ideas.
3. **Norming:** The team begins to establish norms and collaborative practices, resolving conflicts and working towards common goals.
4. **Performing:** The team works efficiently towards executing the event, with roles clearly defined and tasks being completed.
5. **Adjourning:** After the event, the team disbands, and members reflect on their experiences and the overall success of the project.

### 3.6 Possible value a code of conduct can add to the WTM: (Any 3)

#### 1. **Clear Expectations and Standards**

- **Behavioral guidelines:** It sets clear expectations regarding acceptable behaviour, professionalism, and ethics, helping employees understand what is expected of them.
- **Consistency:** Ensures all team members are held to the same standards, promoting fairness and equality.

#### 2. **Enhanced Professionalism**

- **Reputation management:** By adhering to a code of conduct, employees help maintain and enhance the organization's reputation in the industry.
- **Customer trust:** Professional and ethical behavior fosters trust and confidence among clients and partners.

3. **Improved workplace environment**
  - **Respect and inclusion:** Promotes a respectful and inclusive workplace, reducing instances of discrimination, harassment, and conflict.
  - **Morale and motivation:** A positive and fair workplace environment boosts employee morale and motivation.
4. **Guidance and decision-making**
  - **Ethical decision-making:** Provides a framework for making ethical decisions, helping employees navigate complex situations.
  - **Conflict resolution:** Offers guidelines for resolving disputes and conflicts in a constructive manner.
5. **Legal and regulatory compliance**
  - **Risk management:** Helps ensure compliance with laws and regulations, reducing the risk of legal issues and penalties.
  - **Accountability:** Establishes accountability, making it clear that unethical behavior has consequences.
6. **Cohesion and teamwork**
  - **Shared values:** Fosters a sense of shared values and common purpose, enhancing teamwork and collaboration.
  - **Trust and respect:** Builds trust and respect among team members, which is essential for effective teamwork.
7. **Performance and productivity**
  - **Focus on goals:** With clear behavioral guidelines, employees can focus more on their goals and less on navigating interpersonal issues.
  - **Efficiency:** Reduces misunderstandings and conflicts, leading to smoother and more efficient operations.

- 3.7 3.7.1 Swot analysis on the WTM: (These are just guidelines. Candidates' answers will vary. Marker to use own discretion). One mark awarded under each heading.

#### **Strengths**

- **Industry leadership:** WTM is a leading global event for the travel industry, attracting major players and stakeholders.
- **Networking opportunities:** Offers extensive networking opportunities with key industry professionals, enhancing business prospects.
- **Diverse participation:** Wide range of exhibitors and attendees from various segments of the travel industry, promoting a comprehensive market overview.
- **Innovation hub:** Platform for showcasing the latest trends, technologies, and innovations in the travel sector.

**Weaknesses**

- **High costs:** Participation and attendance can be expensive, potentially limiting access for smaller businesses and startups.
- **Intense competition:** Faces competition from other travel trade shows and industry events globally.
- **Logistical challenges:** Organizing and managing such a large-scale event involves significant logistical complexities and potential for operational issues.
- **Market saturation:** Risk of market saturation with similar events, reducing the uniqueness and impact of WTM.

**Opportunities**

- **Emerging markets:** Opportunity to tap into emerging markets and new travel trends, expanding the event's reach and relevance.
- **Digital integration:** Enhance virtual and hybrid event offerings to reach a broader audience and provide more flexible participation options.
- **Sustainability focus:** Increasing emphasis on sustainable travel practices can position WTM as a leader in promoting and showcasing eco-friendly travel solutions.
- **Partnerships and collaborations:** Forming strategic partnerships with industry leaders and technology companies to enhance the event's value proposition.

**Threats**

- **Economic downturns:** Global economic instability can impact travel budgets, reducing participation and attendance.
- **Pandemics and health crises:** Health crises like COVID-19 can severely disrupt travel and large gatherings, affecting the event's viability.
- **Geopolitical issues:** Political instability and travel restrictions in various regions can affect international participation.
- **Technological disruptions:** Rapid changes in technology may require continuous adaptation and innovation to stay relevant.

3.7.2 Counter measure for one threat. Depending on the candidate's answer in the previous question. Each marker to use own discretion when marking this question.

**QUESTION 4**

## 4.1 Perth and London

0 and + 8

8-hour difference

14:00 (London Time) + 8 hours = 22:00 (Perth Time)

## 4.2 LA and SA

-8 (+ 1 hour DST) = -7 and + 2

9-hour difference

10:00 + 9 hours = 19:00 right now in SA.

19:00 + 20-hour flight time = 15:00 17 March

## 4.3 Jet lag symptoms: (any four)

- Fatigue and sleepiness
- Insomnia
- Headaches and
- Digestive problems: Issues such as constipation, diarrhoea, or general discomfort.

## 4.4 Ways to minimise the symptoms of jet lag: (any three)

- Adjust sleep schedule: Gradually shift your sleep schedule to match the destination time zone a few days before traveling.
- Stay hydrated: Drink plenty of water before, during, and after your flight to stay hydrated and avoid alcohol and caffeine.
- Light exposure: Get plenty of natural light exposure during the day at your destination to help reset your internal clock.
- Eat healthy foods.
- Make sure you are physically in a good condition.

## 4.5 Daylight Saving Time (DST) is the practice of setting the clock forward by one hour during the warmer months to extend evening daylight and reduce morning daylight.

4.6 **Jet Lag:** A temporary condition that occurs after long-distance travel across more than 3 time zones, disrupting the body's internal clock and causing symptoms like insomnia, fatigue, and digestive issues.

**Jet Fatigue:** General tiredness and exhaustion resulting from the physical strain of traveling, which can occur regardless of time zone changes and is typically due to the length of the journey and the discomforts associated with travel.

## 4.7 This impacts travel planning by affecting arrival and departure dates, itineraries, and scheduling activities or meetings. Travelers must consider the IDL to avoid confusion with dates and times, ensuring accurate booking and scheduling. If you fly from Los Angeles to Tokyo and cross the IDL westward, you might leave Los Angeles on a Monday and arrive in Tokyo on Tuesday, skipping a day.

4.8 4.8.1 Time zone: An imaginary line that divides the earth into 15 degrees or into 24 different zones.

4.8.2 This is the zero-degree line which runs through a Town in England called Greenwich. This line determines standard time, from which all the world's time is being calculated.

4.9 **Two coloured customs channels:**

- **Green channel:** For passengers with no items to declare. This means they are not carrying goods over the allowed duty-free limits or any restricted or prohibited items.
- **Red channel:** For passengers with items to declare. This includes goods over duty-free limits, restricted items, or if they are unsure about the declaration status of their goods.

**Allowable items through green channel:** Any two of the following:

- Personal effects and items for personal use (e.g., clothing, toiletries).
- Duty-free allowances (e.g., a limited quantity of alcohol, tobacco, and gifts within specified limits). 200 cigarettes and 20 cigars; 250 g cigarette or pipe tobacco; 50 ml perfume and 250 ml eau de toilette; 2 L wine; 1 L spirits. Declare if it exceeds these amounts.
- Souvenirs and gifts within the allowable limits.

## QUESTION 5

Analyse whether Buccaneers Lodge is a successful attraction. This question is very broad as multiple interpretations are possible. The rubric should be used to mark this question.

### **Characteristics of a successful attraction:**

- Number of visitors exceeding the target figures.
- Repeat visits.
- Income generated exceeding target figures.
- Positive impact on local community and environment.

### **Contributing factors to the success of Buccaneers:**

**Marketing:** If marketed properly both locally and internationally and to the correct target market, this means more customers.

**Sustainable management plans:** They are FTTSA certified. Buccaneers' contribution to environmental management includes capturing grey water in storage units, with a large percentage used in irrigation and compost production and sending its organic waste to support a local pig farm.

It is also actively involved in a range of projects in the Chintsa area such as extensive work at the Bulugha Farm School, originally built in the 1980s and supported by the Price family for the past 20 years.

With donations from guests, they were able to install electricity, set up a computer room and run a feeding scheme at the school. The programme employs a cook and provides two cooked meals a day for almost 200 children.

**Efficiency of staff and management:** Train staff properly and appoint staff who are qualified for the job or recruit the correct person for the job. Have a good induction programme to ensure that staff are aware of the standard to be maintained. According to the article, they are Owned by the Price family, Buccaneers is known for its good range of accommodation, designed to suit any type of traveller.

**Positive visitor experience:** According to the FTTSA certificate, it is evident that customers have a positive visitor's experience and are satisfied with the level of service, which will prompt them to visit the attraction again.

**Safety and crime prevention:** They provide job opportunities and computer literacy courses which elevates poverty.

**Appearance and upkeep:** Attraction and premises must be clean and well maintained. This can also refer to the interior design being updated, neat flowerbeds, fresh coat of paint, etc. to create the correct impression.

**Universal access:** Access to people with disabilities – wheelchair ramps, LED signage, braille on menus and other public surfaces will make the restaurant more accessible to paraplegics, deaf people, blind people. To attract tourists with different needs, signage should be understandable to young people, international and domestic tourists. Key aspects that make an attraction accessible include transport to/from and at the attraction, parking, accommodation, toilet facilities, information, support facilities and services.

**Recommend ways in which they can improve their success by referring to the professional image of a company.**

**Company image:**

- **Name:** Professional and trustworthy.
- **Logo:** Fit with the image of the company.
- **Slogan:** Appropriate and easy to understand.
- **Website:** Up to date and user friendly.
- **Stationery:** Carries the logo, functional – working pens, easy to read, etc.
- **Marketing:** Sensitive to cultural differences, wide range of media, company credibility.

**Physical appearance/product packaging:**

- **Signage:** clear direction and spelled correctly, multilingual and in good condition.
- **Premises:** gardens well looked after, clean, well maintained.
- **Decorations/decor:** tasteful, understated, and stylish.
- **Environment policies:** must have a 'green' policy/recycling

**Company Customer Policies:**

- **Operating hours:** to be open at convenient and regular times. It should be indicated on the door and clearly on the website.
- **Rules:** good company values like a certain area for smoking and no children in the bar.

**Marketing material:**

- Advertising on websites, brochures and posters should be updated, easily understood, professional and clear.
- Advertise in appropriate magazines like *Getaway*.
- Marketing message should be sensitive to cultural and racial differences in potential customers. For example, showing a picture of Muslim men drinking beer at a restaurant would be culturally offensive as Muslims are not allowed to drink alcohol.

**Company Environmental Policies:**

- Customers are concerned about the environment and they would be impressed if a business follows a 'green' approach. Using eco-friendly cleaning materials, recycling certain things and using grey water for watering of gardens. This conveys a message of caring for the environment.
- Clearly state the purpose of the essay.
- Briefly mention the factors that contribute to the success of Buccaneers Lodge.

**QUESTION 6****Concept Map on interrelationship between FTTSA and the triple bottom Line.****1. How Buccaneers supports the triple bottom line (6 marks)**

**Economic:** Discuss how Buccaneers' diverse accommodation options and activities generate income and create local employment opportunities (e.g., employing locals, supporting local pig farm).

**Environmental:** Highlight environmental initiatives such as grey water recycling, compost production, and reducing waste through organic farming.

**Social:** Explain social contributions like supporting Bulugha Farm School, providing meals, and facilitating volunteer programs.

**2. How FTTSA contributes to responsible and sustainable tourism**

- Creating awareness of sustainable tourism issues.
- Researching better ways of implementing and planning sustainable tourism.
- Advocacy of sustainable tourism issues to tourism authorities.
- Building capacity through training.
- Facilitating a tourism Fair Trade certificate programme.

**3. How Buccaneers Lodge can attract responsible and sustainable tourists**

- **Marketing Strategies:** Suggest marketing strategies that highlight Buccaneers' commitment to sustainability and community development.
- **Eco-Friendly Activities:** Promote eco-friendly activities and experiences that appeal to responsible tourists.
- **Guest Education:** Educate guests about their sustainable practices and encourage participation in local community projects.
- Reduce water and electricity consumption such as rainwater harvesting and solar panels.
- Recycling strategies/operation to limit negative impact on the environment.
- Support local community upliftment projects and local job creation.
- Fair labour practice regarding all employees at the destination.
- Provision of craft outlets for tourists to purchase locally made souvenirs.
- Opportunities to engage with local communities such as cultural village tours.

#### 4. **Recommendations for management to improve service delivery**

- Performance management
- Team and peer reviews
- Staff Training: Emphasize the importance of regular training for staff to improve service quality.
- Guest Feedback Integration: Implement systems to collect and act on guest feedback to enhance service.
- Consistent Quality Checks: Regularly monitor and evaluate service delivery standards.

#### 5. **Advice on successful feedback methods**

Customer surveys: comment cards or customer satisfaction questionnaires. Gives customers the opportunity to comment on and rate the quality of service and standard of facilities at the camp. This is usually done at the end of their stay just before they leave.

Suggestion boxes: should be easily recognisable and accessible. Pens and forms should be available so that customers can complete it quickly. Usually found in reception areas/exit points of attraction. This can be done any time during the stay at the camp or just before the customer leaves.

Mystery customers: also called 'company spies'. Usually, a researcher who pretends to be a customer. He/she analyses the level of customer service and reports back to the management of the camp via a written report or a scheduled meeting.

Follow up phone calls: an employee of the camp will phone the customers to ask them how they felt about the service received by them from the employees at the camp usually a day or two after their visit.

The camp management should encourage feedback via telephone, email or internet website: this can be done while they are at the camp (phoning from their room) or shortly after their visit.

Customer records: e.g. a visitor's book. Can be filled in any time during their stay or just before they leave.

#### **Explained links and interrelationships**

- Economic and environmental: Revenue supports environmental projects.
- Social and economic: Community support enhances the lodge's reputation, attracting more guests.
- Environmental and social: Sustainability practices improve community health and welfare.
- FTTSA and triple bottom line: Certification promotes adherence to triple bottom line principles.
- Service delivery and feedback: Improved service quality leads to better guest experiences and positive feedback.

**Total: 200 marks**