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Porafensie Ya Kapa Botjhabela: Lefapha la Thuto

NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2026

TOURISM

MARKS: **200**

TIME: **3 hours**

This question paper consists of 21 pages.

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INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable calculator.
5. For QUESTIONS 3.1.1 and 3.1.2, round off your answer to TWO decimal places.
6 Show ALL calculations.
7. Write neatly and legibly.
8. The table below is a guide to help you allocate your time according to each section.

SECTION	QUESTION	TOPIC	MARKS	TIME
A	1	Short Questions	40 marks	20 minutes
B	2	Map Work and Tour Planning	50 marks	50 minutes
	3	Foreign Exchange		
C	4	Tourism Attractions	50 marks	50 minutes
	5	Culture and Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	30 marks	30 minutes
	8	Sustainable and Responsible Tourism		
E	9	Domestic, Regional and International Tourism	30 marks	30 minutes
	10	Communication and Customer Care		

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SECTION A: SHORT QUESTIONS

QUESTION 1

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, for example 1.1.21 A.

1.1.1 An example of an unforeseen occurrence:

A A city-wide transport workers' strike in Cape Town in 2024.
B Sudan's internal conflict between the army and the Rapid Support Forces since 2023.
C The 2019 Sri Lanka Easter Sunday bombings that targeted hotels and churches.
D 72 people died in the 2023 Yeti Airlines crash in Pokhara, Nepal.

1.1.2 An EFT is a/an …

A electronic transfer of money between bank accounts.
B physical cheque issued by a bank.
C withdrawal made at an ATM.
D prepaid voucher used for online purchases.

1.1.3 Portugal's Algarve region has gained international recognition in tourism mainly because it …

A is home to Europe's largest theme park.
B hosts the world's biggest cruise liner port.
C is known for having the world's largest shopping mall.
D has repeatedly been named the "World's Best Beach Destination".

1.1.4 A South African tourist wants to hire a car while travelling in Italy. The rental company requests an IDP. This is because the …

A tourist is under 18 years old.
B IDP provides an official translation of the South African driver's licence.
C tourist must apply for an Italian driver's licence.
D IDP allows the tourist to drive without complying with Italian road laws.

1.1.5 A tourist visiting the United States of America in March will have to adjust his/her watch by one hour because the country:

A Practices Daylight Saving Time during part of the year.
B Uses multiple time zones across the country.
C Is located west of the Prime Meridian.
D Follows the Southern Hemisphere seasonal calendar.

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1.1.6 Before commencing employment, a tour guide signs a document outlining working hours, salary, leave days and responsibilities. This document is known as a …

A code of conduct.
B performance review.
C job advertisement.
D contract of employment.

1.1.7 A tourist selects a hotel that provides an electronic safe in every room. This decision is mainly influenced by the tourist's concern for:

A Access to business support services.
B Personal safety and security of valuables.
C Environmentally sustainable practices.
D Protection against flight cancellations.

1.1.8 When planning a tour, the first step is to:

A Book accommodation.
B Compile the tourist's profile.
C Choose the cheapest transport.
D Select attractions.

1.1.9 When travelling internationally, a tourist should withdraw money in a way that promotes personal safety. The safest option is to …

A use ATM's in isolated areas to avoid long queues.
B withdraw all the required money on the first day of the trip.
C use ATM's located inside banks or busy shopping centres.
D allow someone nearby to assist with the transaction.

1.1.10 The Alcázar of Segovia is currently a …

A royal palace where the Spanish king lives.
B military headquarters.
C museum open to the public and a major tourist attraction.
D university campus.

1.1.11 A code of conduct in the tourism industry is designed to:

A Provide rules for ethical and professional behaviour among tourism professionals.
B Train tourists to become registered tour guides.
C Replace an employment contract.
D Promote tourist attractions internationally.

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1.1.12 The river responsible for carving the Grand Canyon over millions of years is the:

A Rio Grande
B Colorado River
C Mississippi River
D Missouri River

1.1.13 A key responsibility of SA Tourism is to:

A Promote South Africa at international trade shows.
B Implement measures to protect wildlife in national parks.
C Issue travel insurance to tourists.
D Train immigration officers.

1.1.14 A SWIFT transfer is used for:

A Local cash withdrawals.
B International bank to bank transfers.
C Buying goods online.
D Paying with a debit card.

1.1.15 A traveller flies from Durban to Cairo and experiences temporary tiredness but recovers within a short time. This is most likely due to:

A Jet lag
B Jet fatigue
C Travel anxiety
D Cabin pressure changes

1.1.16 The most important factor to consider when planning a route for a tour for elderly tourists is …

A using high-speed transport.
B including night-time travel.
C scheduling high-adrenaline activities.
D providing frequent rest stops.

1.1.17 When a new global disease outbreak occurs, international airports follow health guidelines issued by the:

A UNWTO
B WWF
C IMF
D WHO

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1.1.18 Identify the correct statement about Big Ben in London.

A Big Ben is the name of the entire tower.
B Big Ben refers to the clock's face.
C Big Ben is the nickname of the great bell inside the Elizabeth Tower.
D Big Ben is the official name of the Palace of Westminster.

1.1.19 A tourist flying eastward from Fiji to Hawaii crosses the International Date Line. The tourist will:

A Lose a full day.
B Gain a full day.
C Experience a longer travel day because of the flight duration.
D Gain an hour.

1.1.20 South Africa shares the Maloti-Drakensberg World Heritage Site with:

A Namibia
B Lesotho
C Botswana
D Eswatini (1 x 20) (20)

1.2 Give ONE word/term for EACH of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK. You may use each of the words/terms given only ONCE.

Route planning; Indaba; ITB; American Express; Budget; SWIFT; WTM; Travel allowance; Bank buying rate; Bank selling rate

1.2.1 When a traveller buys foreign currency for an overseas trip, the bank applies the …

1.2.2 The step that ensures the journey follows a logical path without unnecessary detours is known as …

1.2.3 … is an example of a credit card brand.

1.2.4 The international travel trade show that focuses on global tourism trends, technology and business-to-business (B2B) networking is …

1.2.5 The amount of money available for a tour is referred to as the ...

(5 x 1) (5)

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1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK.

1.3.1 The (Red Square/Kremlin) is a public space in Moscow used for official ceremonies, military parades, and cultural events.

1.3.2 Stats SA analyses which countries send the most visitors to South Africa. This analysis focuses on (local employment/foreign market share).

1.3.3 During global disease outbreaks, governments may temporarily make certain vaccines (compulsory/recommended) for entry.

1.3.4 Hiking, boat rides, and guided tours are examples of (attractions/ activities).

1.3.5 Some items, such as large amounts of cash, are (restricted/prohibited) by SARS and must be declared at customs.

(5 x 1) (5)

1.4 Select the preventative measure from COLUMN B that matches each disease in COLUMN A. Write only the letter (A–F) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, for example, 1.4.6 G. You may use each option from COLUMN B only once.

COLUMN A		COLUMN B	
1.4.1	Cholera	A	using condoms correctly and consistently
1.4.2	Human Immunodeficiency Virus	B	avoid swimming in affected freshwater areas
1.4.3	Bilharzia	C	receive the compulsory vaccination before travelling to high-risk countries
1.4.4	Yellow Fever	D	wash hands regularly and practise good hygiene
1.4.5	Hepatitis A	E	drink only boiled or bottled water and avoid consuming street food
		F	use sunscreen and protective clothing to avoid sunburn

(5 x 1) (5)

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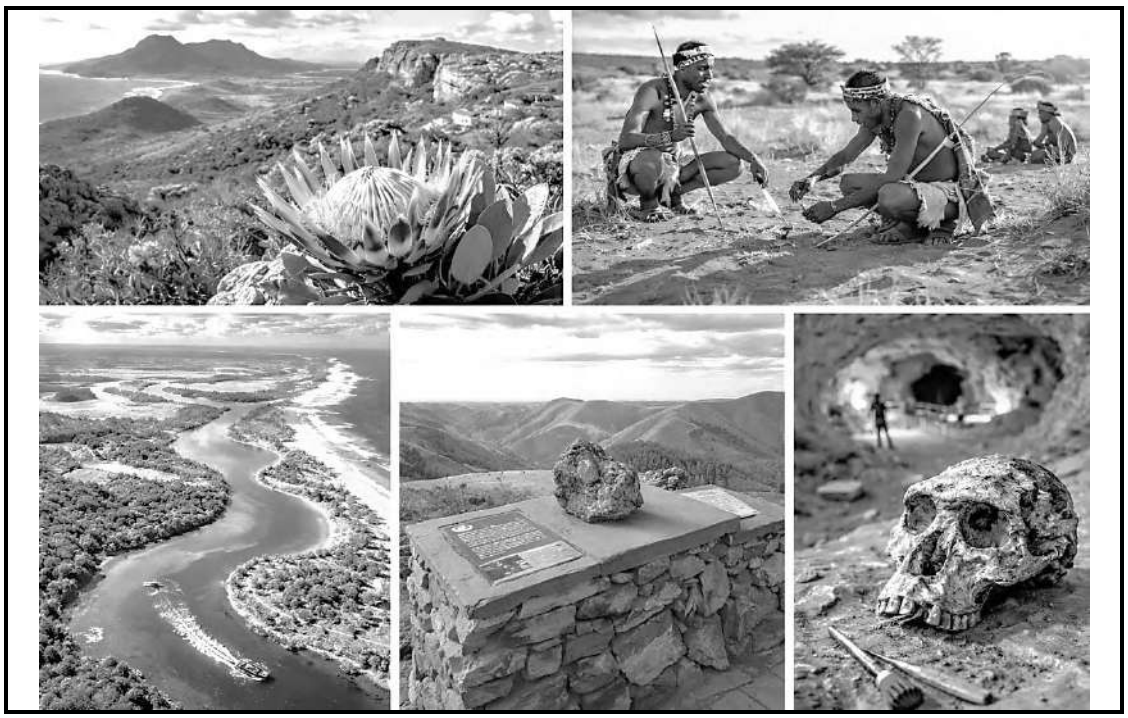
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1.5 Study the collage of FIVE South African World Heritage Sites below.

Use the pictures and identify the correct World Heritage Site for each description (1.5.1 to 1.5.5).

Write only the official name of the World Heritage Site next to the question number (1.5.1 to 1.5.5) in your ANSWER BOOK.



1.5.1 Contains some of the oldest rocks on Earth, which help scientists understand early Earth and how life began.

1.5.2 Shows important ecological processes in different ecosystems such as wetlands, savannas, and the ocean.

1.5.3 Linked to important fossil discoveries that help us understand where humans come from.

1.5.4 Traditional human interaction with the harsh Kalahari environment, showing a hunter-gatherer's way of life.

1.5.5 Contains one of the richest areas of plant biodiversity (variety of plant species) in the world.

(5 x 1) (5)

TOTAL SECTION A: 40

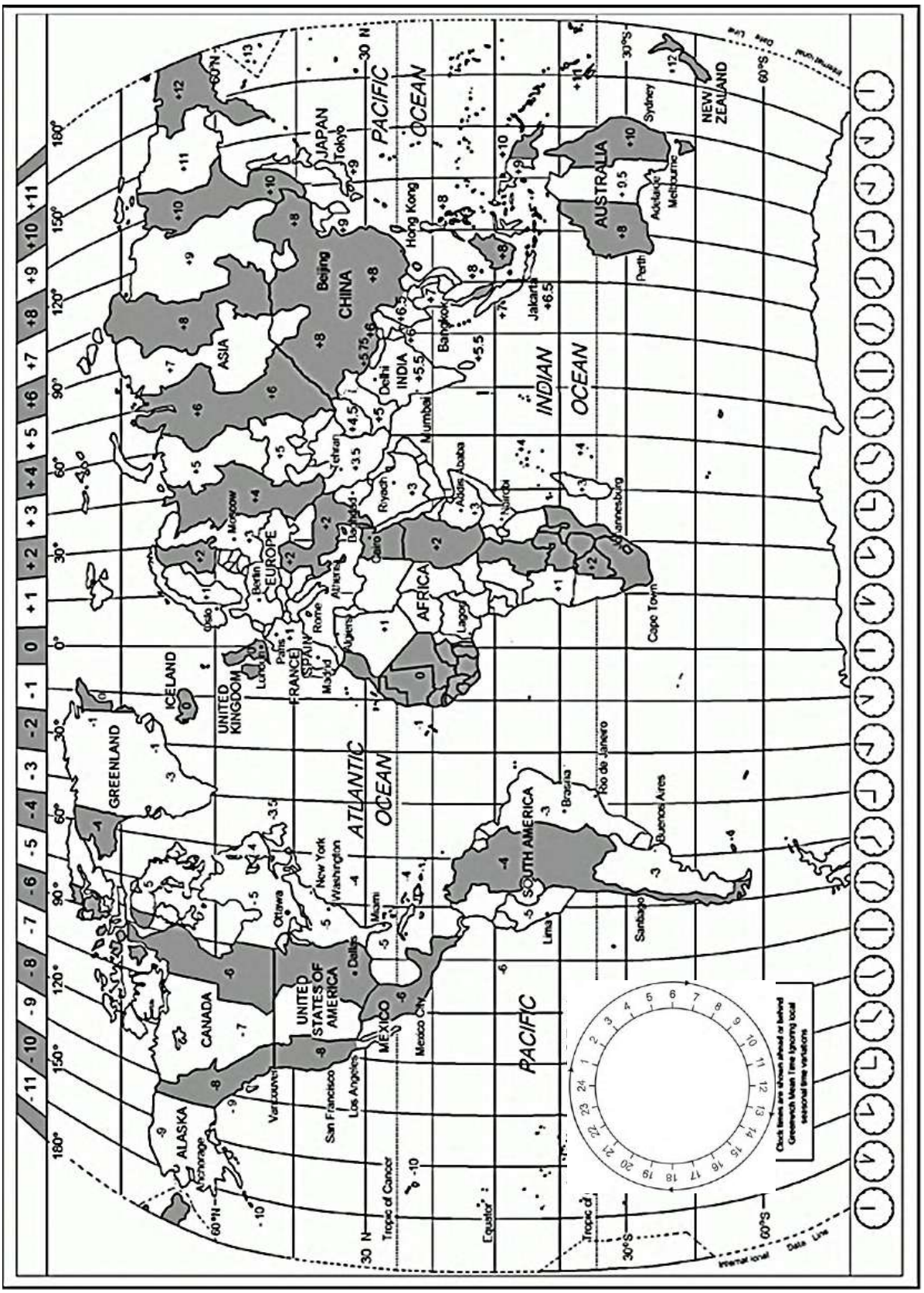
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SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

Use the world time zone map and the itineraries to answer the questions that follow.



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2.1 From 22 to 23 November 2025, South Africa hosted the G20 Leaders' Summit at the Johannesburg Expo Centre. The official opening session began at 09:00 (SAST) on 22 November 2025.

Among the international visitors attending the Summit, two delegates, Ms Sofia Rossi and Mr Oliver Jones, took part in this global event.

Study the TWO delegates travel plans below and answer the questions that follow.

Ms Sofia Rossi	Mr Oliver Jones
Home city and country: Rome, Italy	**Home city and country:** Sydney, Australia
Time zone: +1	**Time zone:** +10
Flight route: Rome (Fiumicino International) → Johannesburg (OR Tambo International), direct flight	**Flight route:** Sydney (Sydney Kingsford Smith International) → Johannesburg (OR Tambo International), direct flight
Date of departure: 21 November 2025	**Date of departure:** 21 November 2025
Departure time (Rome local time): 22:15	**Departure time (Sydney local time):** 07:30
Flight duration: 10 hours 15 minutes	**Flight duration:** 14 hours 30 minutes

NOTE: Sydney, Australia was practicing Daylight Saving Time at the time of the G20 Leaders' Summit in November 2025.

2.1.1 (a) Calculate the time difference between Rome and Johannesburg.

Show ALL calculations. (1)

(b) Calculate the local time in Johannesburg when Ms Rossi departed from Rome.

Show ALL calculations. (2)

(c) Calculate Ms Rossi's arrival time and date in Johannesburg.

Show ALL calculations. (3)

2.1.2 (a) Calculate the time difference between Sydney and Johannesburg (+2).

Show ALL calculations. (2)

(b) Mr Jones departed Sydney at 07:30. Calculate the corresponding local time in Johannesburg.

Show ALL calculations. (2)

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(c) Calculate Mr Jones' arrival time and date in Johannesburg.

Show ALL calculations. (3)

(d) Determine whether Mr Jones arrived in Johannesburg in time for the official opening ceremony of the G20. Motivate your answer. (2)

2.1.3 (a) Name the delegate who was most likely to have suffered from jet lag after traveling to South Africa. (1)

(b) Give ONE reason why the delegate in QUESTION 2.1.3(a) experienced jet lag. (2)

(c) List TWO preventative measures the delegate could have taken during the flight to minimise the effects of jet lag. (2 x 1) (2)

2.1.4 Upon arrival at OR Tambo International Airport in South Africa, the delegates were required to present two documents at immigration control.

(a) Name the document they were required to present at immigration, issued by their home country. (2)

(b) Give the purpose of the document named in QUESTION 2.1.4(a). (2)

(c) Name the document they were required to present at immigration, issued by the embassy of the destination country. (2)

(d) Give the purpose of the document named in QUESTION 2.1.4(c). (2)

2.1.5 Upon their arrival at OR Tambo International Airport the delegates cleared immigration control and retrieved their luggage at the baggage claim area. They then proceeded to customs. The following items were in their luggage.

Ms Sofia Rossi	Mr Oliver Jones
1 litre of whisky 2 litres of wine 50 ml perfume Clothing and gifts worth R3 800	2 litres of whisky 30 cigars A smartwatch worth R9 500 200 cigarettes

Advise the delegates on the following travel information:

(a) The channel Ms Rossi should have used at customs. (2)

(b) Motivate your answer to QUESTION 2.1.5(a). (2)

(c) The channel that Mr Jones should have used at customs. (2)

(d) Motivate your answer to QUESTION 2.1.5(c). (2)

[36]

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QUESTION 3

3.1 Study the scenario and foreign exchange rate table below and answer the questions that follow.

South Africa hosted the G20 Tourism ministers' meeting. The Department of Tourism was responsible for presenting ways in which tourism contributes to the countries' GDP and how foreign exchange earnings strengthen the economy.

During the meeting, one of the South African delegates, Mr Daniels, met Ms Rossie, the Italian Tourism delegate. They compared the strength of their respective currencies and discussed how exchange rate fluctuations influence travel patterns between South Africa and Italy.

CURRENCY	BANK BUYING RATE	BANK SELLING RATE
Euro	18,49	19,69
Great British Pound	21,41	22,61

3.1.1 On arrival in South Africa, Ms Rossie exchanged €100 of her travel budget for Rands to pay for tips and street food whilst attending the G20 Summit.

Calculate the amount in Rands she received.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)

3.1.2 Before returning to Italy, Ms Rossie had R1 400 remaining and changed it back to her local currency.

Calculate the amount she received when exchanging the Rands for her local currency.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)

3.1.3 Explain TWO ways in which international inbound tourist arrivals contribute to South Africa's GDP. (2 x 2) (4)

3.1.4 Discuss TWO ways in which exchange rate fluctuations can affect travel patterns. (2 x 2) (4)

[14]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 Study the world icons below and answer the questions that follow.

A	B
	
C	**D**
	
E	**F**
	

4.1.1 Identify the icons labelled **A** to **D**. (4 x 1) (4)

4.1.2 (a) Identify the country in the images above that features TWO icons. (2)

(b) Determine the total number of continents represented by the SIX icons shown above. (2)

4.1.3 Describe ONE concern that may lead protesters to demonstrate at venues where the activity shown in the icon labelled **E** takes place. (2)

4.1.4 Discuss ONE reason why the icon labelled **F** can be considered a "living tradition". (2)

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4.1.5 As part of the USA's 250th anniversary, the national event planners are using the theme "Freedom 250". The theme highlights places that represent important American values. These values include liberty, democracy, and human rights.

Discuss the significance of celebrating "Freedom 250" at the icon labelled **C** by linking its symbolism to the United States's upcoming 250th anniversary in July. (2)

4.2 Study the information below and answer the questions that follow.

NEW MEASURES TO PROTECT MACHU PICCHU AMID RISING PRESSURES

Machu Picchu is under serious pressure. It is often overcrowded. Local communities have also protested, blocked access roads and stopped train services because they felt excluded from tourism decisions. There are also warnings that Machu Picchu could lose its New 7 Wonders of the World status if sustainability does not improve.

In response, the management has introduced stricter rules. These include timed entry slots, compulsory guided routes, and limits on daily visitor numbers.



4.2.1 Identify the country in which Machu Picchu is located. (2)

4.2.2 Choose the correct word from those in brackets:

Machu Picchu is classified as a (human made/natural) icon. (2)

4.2.3 Give ONE negative impact that community protests at Machu Picchu may have on tourists' visitor experience. (2)

4.2.4 Give ONE way that the management could prevent more community protests at Machu Picchu. (2)

4.2.5 Discuss how the following new visitor rules will support sustainable and responsible management at Machu Picchu:

(a) Timed entry slots (2)

(b) Compulsory guided routes (2)

(c) Limits on daily visitor numbers (2)

[28]

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QUESTION 5

Study the information below and answer the questions that follow.

In 2025, UNESCO officially declared the Pleistocene Occupation Sites of South Africa as the country's 11th World Heritage Site. This new South African World Heritage Site is made up of three Middle Stone Age archaeological sites located across two provinces: KwaZulu-Natal and the Western Cape.

THE EMERGENCE OF MODERN HUMAN BEHAVIOUR: THE PLEISTOCENE OCCUPATION SITES OF SOUTH AFRICA



5.1 Classify the new World Heritage Site as a natural, cultural or mixed site. (2)

5.2 Name ONE of the two Middle Stone Age sites, located in the Western Cape, that forms part of the Pleistocene Occupation Sites of South Africa. (2)

5.3 All three South African Pleistocene Occupation Sites show evidence of technological innovation.

Name ONE artifact (object) that was discovered (found) at any one of these sites that supports the above statement. (2)

5.4 Discuss ONE example of how UNESCO maintains, preserves and protects World Heritage Sites for future generations. (2)
[8]

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QUESTION 6

Study the extract below and answer the questions that follow.

TREVOR NOAH TOURISM CAMPAIGN BOOSTS SOUTH AFRICA'S GLOBAL APPEAL

Trevor Noah is a South African comedian, writer and television host who rose from performing in local clubs to becoming an international star, making him one of the most influential comedic voices of his generation.

The Trevor Noah Tourism Campaign for South Africa was launched in November 2023. This marketing campaign was a private sector initiative led by the Tourism Business Council of South Africa (TBCSA) in partnership with TOMSA. The campaign has received over 500 million *impressions and 260 million **engagements. It has helped to promote South Africa as a top travel destination.

The campaign was successful because it used social media and digital advertising effectively. The advertisement is fun and light-hearted. It highlights South Africa's cultures and tourist attractions.

**Impression*: the total number of times an advert or post is shown on a screen.
***Engagement*: the actions people take with the content, such as likes, shares, comments or clicks.



[Adapted from https://tbcsa.travel/south-africas-excellence-recognised-on-the-global-stage/]

6.1 Give ONE reason why the Tourism Business Council of South Africa (TBCSA) selected Trevor Noah for the tourism campaign. (2)

6.2 Explain how each of the following indicates that the campaign was successful:

6.2.1 500 million impressions (2)

6.2.2 260 million engagements (2)

6.3 Discuss how celebrity (famous people) led campaigns can impact:

6.3.1 Awareness of South Africa as a travel destination (2)

6.3.2 Inbound international arrivals (2)

6.4 Explain, in a paragraph, how TOMSA and the TBCSA fund international tourism marketing for South Africa. (2 x 2) (4)

[14]

TOTAL SECTION C: 50

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SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the images below and answer the questions that follow.

TRAVELVISTA TRAVEL AGENCY: SETTING THE STANDARD FOR PROFESSIONALISM IN THE TRAVEL INDUSTRY



TravelVista Tours
Your world, your adventure.



7.1 Explain what is meant by a professional image in the tourism industry. (2)

7.2 Discuss how TravelVista's logo and slogan contribute to the company's professional image. (2)

7.3 Discuss THREE other aspects, other than a logo or slogan, seen in the images above that could contribute to the company's professional image. (3 x 2) (6)

[10]

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QUESTION 8

Read the information below and answer the questions that follow.

FAIR TRADE IN TOURISM (FTT) PRINCIPLES IN PRACTICE: EXAMPLES OF BUSINESSES NOT MEETING THE REQUIREMENTS	
Example 1	**Example 4**
The coastal resort spends collected tourism levies without consulting the local residents.	A lodge buys goods from a local village basket maker but pays them a small amount while keeping most of the profit.
Example 2	**Example 5**
A hotel claims to support community projects but gives no proof of its contributions and hides how much is paid to local businesses.	A tour company regularly takes large groups of tourists into fragile habitats and ignores carrying capacity limits.
Example 3	**Example 6**
Guides allow tourists to enter sacred sites and take photos despite local rules.	An adventure tour operator skips safety checks and changes guides at the last minute without giving them any training.

8.1 Match the Fair Trade in Tourism (FTT) principles below to the examples where tourism businesses failed to meet the requirements.

8.1.1 Fair Share (2)

8.1.2 Democracy (2)

8.1.3 Respect (2)

8.1.4 Transparency (2)

8.2 Explain the reason why the following tourism business examples failed to meet the FTT principle:

8.2.1 Example **5** (2)

8.2.2 Example **6** (2)

NOTE: Do not quote directly from the extract.

8.3 Discuss TWO benefits of a tourism company having Fair-Trade accreditation for:

8.3.1 The company (2 x 2) (4)

8.3.2 A tourist (2 x 2) (4)

[20]

TOTAL SECTION D: 30

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

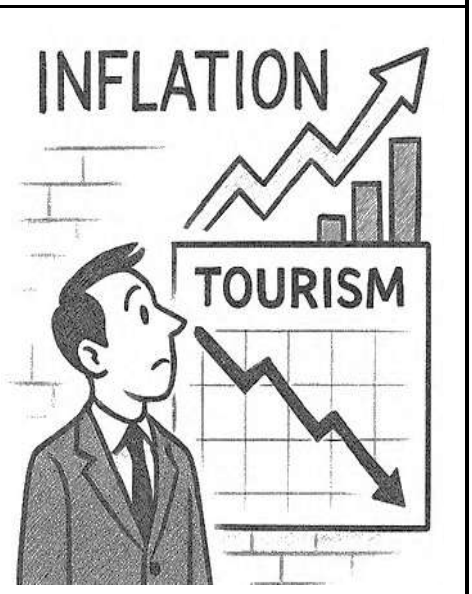
QUESTION 9

9.1 Study the extract below and answer the questions that follow.

TURBULENT TIMES: THE IMPACT OF GLOBAL CRISES ON TOURISM IN 2025







In 2025, several political and unforeseen events disrupted international tourism. Conflicts in Eastern Europe and the Middle East led to flight cancellations and travel warnings. Rising inflation and tariffs (tax) made holidays more expensive worldwide. Climate-related disasters, such as wildfires and floods, damaged popular tourist resorts. This caused travel cancellations in countries such as the United States, Brazil, and Jamaica. These events showed how politics, economic problems, and natural disasters can affect tourism, travellers and destination economies.

9.1.1 Give ONE example from the extract of a(n):

(a) Unforeseen occurrence (2)

(b) Political event (2)

9.1.2 Explain how rising inflation and tariffs (taxes) affected international tourism in 2025 regarding:

(a) Length of stay at a destination (2)

(b) Spending during trips (2)

9.1.3 Explain why tourists might cancel flights to places still recovering from conflict such as the examples given in the extract. (2)

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9.1.4 Discuss ONE negative impact that floods, fires, and conflict may have on a country's tourism infrastructure. (2)

9.1.5 Explain ONE way destinations can recover from negative publicity after experiencing a natural disaster. (2)

9.2 Study the information below and answer the questions that follow.

TOURISM STATISTICS 2024: ARRIVALS, EXPENDITURE, AND ACTIVITIES		
International Tourist Arrivals by Region	**Average Expenditure per Tourist**	**Activities Undertaken by International Tourists**
Africa: 6,8 million	Middle East: R28 600	Wildlife/safari: 32%
Europe: 1,26 million	Europe: R24 900	Natural attractions (beaches, mountains): 28%
Americas: 505 579	Americas: R21 000	Cultural/heritage sites: 18%
Asia: 312 000	Asia: R18 500	Shopping: 12%
Middle East: 44 000	Africa: R8 400	VFR (Visiting Friends & Relatives): 10%

[Source: www.statssa.gov.za]

9.2.1 (a) Identify the region with the highest number of arrivals to South Africa. (2)

(b) Explain ONE reason for the trend mentioned in QUESTION 9.2.1 (a). (2)

9.2.2 Give ONE reason why the 44 000 tourists from the Middle East are important for South Africa's tourism income. (2)

9.2.3 Discuss how tourist activity preferences can influence tourism product development in South Africa. (2)

[22]

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QUESTION 10

Study the extract below and answer the questions that follow.

MyGuestReview

*MyGuestReview is a digital platform designed to help tourism businesses such as hotels, lodges, and guesthouses collect, manage, and respond to customer feedback. It streamlines the process by gathering all reviews and survey responses in one central location and by using automated, mobile-friendly questionnaires and surveys. The platform also integrates web-based responses from sites such as TripAdvisor and Google Reviews.

***Fictional name**

10.1 Identify TWO digital methods that MyGuestReview uses to collect customer feedback. (2 x 1) (2)

10.2 Discuss TWO ways that the feedback received from MyGuestReview can increase the profitability of a business. (2 x 2) (4)

10.3 Describe the benefit of having all reviews and survey responses gathered in one digital platform when using MyGuestReview. (2)
[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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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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