



KWAZULU-NATAL PROVINCE

EDUCATION
REPUBLIC OF SOUTH AFRICA

FINAL

**PROVINCIAL STANDARDISED
ASSESSMENT**

GRADE 12

TOURISM

PREPARATORY EXAMINATION

SEPTEMBER 2026

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 18 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1.1 C ✓

1.1.2 B ✓

1.1.3 A ✓

1.1.4 B ✓

1.1.5 C ✓

1.1.6 D ✓

1.1.7 C ✓

1.1.8 A ✓

1.1.9 D ✓

1.1.10 D ✓

1.1.11 B ✓

1.1.12 B ✓

1.1.13 C ✓

1.1.14 B ✓

1.1.15 C ✓

1.1.16 A ✓

1.1.17 A ✓

1.1.18 C ✓

1.1.19 B ✓

1.1.20 D ✓

(20x1) (20)

1.2.1	BSR ✓		
1.2.2	Marketing budget ✓		
1.2.3	Extra benefits ✓		
1.2.4	Economic ✓		
1.2.5	Alien plants ✓	(5x1)	(5)
1.3.1	Market segmentation✓		
1.3.2	Foreign exchange✓		
1.3.3	Cultural tourism✓		
1.3.4	World heritage convention✓		
1.3.5	Economic leakage✓	(5x1)	(5)
1.4.1	D✓		
1.4.2	A✓		
1.4.3	F✓		
1.4.4	B✓		
1.4.5	C✓	(5x1)	(5)
1.5.	C✓		
	E✓		
	A✓		
	D✓		
	B✓	(5x1)	(5)
TOTAL SECTION A			40

SECTION B: MAPWORK AND TOUR PLANNING; FOREIGN EXCHANGE**QUESTION 2****2.1 2.1.1 Get necessary vaccinations ✓**

- Consult a travel clinic/doctor for advice on health risk in China.
- Take out comprehensive travel/health insurance
- Travel health kit essentials
- Specific preventative measures e.g. mosquito repellents

NOTE: If a learner decides to specify the vaccinations, they must (1)
be correct –Hepatitis A and Typhoid.

(ANY ONE OF THE ABOVE OR SIMILAR)**2.1.2 Valid Passport ✓**

Passport: Identifies the traveller ✓

- It is an official form of identification and proves her citizenship.
- It is required to enter and exit any foreign country.

Valid Visa ✓

Visa: Grants permission to enter the country ✓

- It gives her permission to stay in China for tourism purposes.
 - It is a legal requirement for South African citizens.
 - Specifies the reason for travelling and states the period.
- (2X2) (4)

2.1.3 Drinking: Avoid drinking untreated tap water from areas where water safety is uncertain. It may contain bacteria, viruses or parasites that can cause diarrhoea, cholera or other water-borne diseases. ✓✓

- Avoid drinking beverages with ice if the source of the water used to make the ice is unknown. Contaminated ice can transmit the same diseases as unsafe drinking water.
- Avoid drinking from open bottles.
- Avoid excessive alcohol consumption while travelling. It can impair judgement and increase the risk of accidents, theft or other safety problems.
- Read contents of drinks to avoid allergies.

Eating: Avoid eating food from unhygienic street vendors or food that has been left uncovered. Poor hygiene and incorrect storage can lead to food poisoning and stomach infections. ✓✓

- Avoid eating raw or undercooked meat, seafood and eggs. These foods may contain harmful micro-organisms such as Salmonella, which can cause severe illness.

(2x2) (4)

- Avoid unwashed / pre-cut fruits and vegetables. They may carry germs or pesticide residues that can cause stomach problems.

(ANY TWO OF THE ABOVE OR SIMILAR)

2.1.4 (a) (Whilst staying in a hotel)

- Lock room doors ✓✓
- Keep valuables in a hotel safe
- Do not open doors to strangers
- Familiarise herself with emergency exits.
- Keep hotel windows closed.
- Check mirrors for hidden cameras. (2)

(b) (At the airport)

Keep travel documents and money in a safe place.

- Never leave your luggage out of your sight ✓✓
- Do not accept packages from strangers
- Follow all airport instructions (2) (4)
- Use registered transport

(ANY ONE OF THE ABOVE OR SIMILAR)

2.1.5 (a) SA (+2) Beijing (+8)

11:00 ? FT = 15 HOURS

(b) Both places are in the same hemisphere therefore you SUBTRACT (8-2=6hrs)

(c) SA is west of Beijing therefore it is 6 hrs behind.

(d) 11:00 + ✓ 6 hours TD = 17:00 ✓

(e) 17:00 + ✓ 15 hours = 08:00 (next day)

Arrival in Beijing is 08:00 ✓✓ (4)

2.1.6 (a) Beijing (+8) SA (+2)
12:00 ?

(b) Both places are in the same hemisphere therefore you SUBTRACT (8-2=6hrs)

(c) SA is west of Beijing therefore it is 6 hrs behind Beijing ✓

(d) 12:00 - ✓ 6 hours = 06:00 ✓

(e) Parents received a call at 06:00 (same day) (3)

2.2 2.2.1 The value/quantity of goods a traveller can bring into a country without paying tax/import duties✓✓ (2)

2.2.2 Goods are relatively cheap/affordable✓✓

- Wide variety of products available
- Competitive markets and mass production
- Favourable exchange rate.

(2)

(ANY ONE OF THE ABOVE OR SIMILAR)

2.2.3 a) Exceed duty-free limits:

- Jewellery worth R12 000 ✓✓
 - Silk clothing worth R8 000
 - 5 Bottles of perfume
 - 10 pairs of sneakers
- (Also acceptable: electronics, handbags)

b) Restricted/controlled goods:

(2x2) (4)

- Chinese herbal medicines ✓✓

(ANY TWO OF THE ABOVE OR SIMILAR)

2.2.4 Payment of customs duties/taxes✓✓

- Goods may be confiscated
- Possible fines or penalties

(2)

(ANY ONE OF THE ABOVE OR SIMILAR)

[30]

QUESTION 3

3.1.1 The exchange rate fluctuated throughout the month (April) but ended stronger than it started. ✓✓

- Overall, the rand strengthened mid-month and then weakened slightly towards the end.
- The trend shows a sharp decline at the beginning of the month and then a recovery mid-month.
- The graph shows the weakness and the strength of the rand in April.

(2)

(ANY ONE OF THE ABOVE OR SIMILAR)

3.1.2 a) First week:

- The rand weakened ✓✓

(2)

b) Last week:

- Rand strengthened slightly ✓✓

(2)

(4)

3.1.3 Around mid-April ✓

- Approximately 18–20 April

Reason:

- The exchange rate was at its lowest (around R16.3) ✓✓
- This indicates the rand was strongest at this point

(1+2)

(3)

(ANY ONE OF THE ABOVE OR SIMILAR)

3.1.4 Changes in interest rates ✓✓

- Political instability or economic uncertainty
- Changes in global demand for the US dollar
- Trade balance (exports vs imports)
- Inflation rates

(ANY ONE OF THE ABOVE OR SIMILAR)

(2)

3.1.5 A weaker rand makes South Africa cheaper for foreign tourists✓✓

- Leads to increased international arrivals
- Boosts tourism revenue and GDP
- However, it may increase costs for outbound tourism(South Africans travelling abroad)

(2)

(ANY ONE OF THE ABOVE OR SIMILAR)

3.2 3.2.1 USD (1)

3.2.2 $R50\,000.00 \div \checkmark 16,95 \checkmark$
= \$2 929.85✓**OR** 2 929.85 USD (3)

3.2.3 $\$150 \times \checkmark 16.52 \checkmark$
=R2 478.00✓**OR** 2 278.00 ZAR (3)

[20]

TOTAL SECTION B 50

SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE; MARKETING**QUESTION 4**

4.1 4.1.1 Portugal✓ (1)

4.1.2 Diverse landscapes/Dramatic coastlines ✓

- Mild climate/ sunny weather✓
 - Excellent beaches
 - Authentic experiences / Nature based experiences/trails/golden cliffs
- (2)

4.1.3 One of the Europe's top hiking destination✓

Scenic hiking trails ✓

- Beautiful beaches
 - A stunning sea cave
 - Expanding beyond traditional beach tourism-Agri-tourism
 - Attract international visitors
 - Promote tourism outside peak periods.
 - Popular for trails like Via Algarviana and Rota Vicentina
 - Famous for seafood in restaurants along the coastline.
 - Europe's popular tourist destination
- (2)

4.1.4 (a) Nature tourists,✓ Leisure✓ orAdventure tourists

- Hiking/ trekking tourists
 - Eco-tourists
 - International tourists interested in authentic experiences
 - Special Interest Tourist
- (2)

(b) Popular well known hiking trails attract serious hikers.✓✓

- The Algarve has diverse landscapes and a mild climate that are ideal for hiking year-round.
- Enjoy natural scenery
- It offers authentic experiences and preserves nature and culture, which appeals to eco-tourists.
- It was ranked third in a poll by Trekking Magazine, giving it international credibility.
- World Class Water-based activities

4.1.5 Boosts local economy ✓✓

- Promotes tourism outside peak periods through the Algarve Walking Season ✓✓
- Creates jobs for locals year –round, not just in summer.
- Supports businesses
- Develops rural areas

ANY **TWO** RELEVANT RESPONSES

(2X2) (4)

4.1.6 Excellent marketing strong promotion/marketing of hiking tourism by tourism officials and stakeholders ✓✓

- Sustainable and responsible management plans ✓✓
- General appearance and upkeep of the attraction
- Safety and crime prevention
- Considering the needs of people living with disability
- Efficient and ethical behaviour of staff.

(2x2) (4)

4.1.7 Promotes eco-tourism ✓✓

Preserves environment and culture ✓✓

- Hiking is a low impact activity that uses existing trails and educate tourists about the environment
- Supporting local economic development by boosting economies in less developed areas.

(2x2) (4)

ANY TWO RELEVANT RESPONSE

4.1.8 (a) Over-tourism damages coastal ecosystem through construction and litter/pollution ✓✓

- Overcrowding in beaches damages the natural environment
- High numbers of boats also cause fuel pollution and disturb marine life, threatening the long-term survival of the attraction.

(2)

(b) Less marketing and seasonal spread. ✓✓

- Promote the site in winter for hiking/golf in order to reduce peak season pressure.
- Limit daily boats
- Limit number of tourists allowed during peak periods.

(2)

ANY RELEVANT RESPONSE

[25]

QUESTION 5

5.1 UNESCO✓ (1x1) (1)

5.2 Protect and conserve sites of **outstanding universal value**✓✓

- Promote cultural and natural heritage globally
- Ensure sites are preserved for future generations (2)
- Maintain the sites, provide financial support.

ANY ONE OF THE ABOVE OR SIMILAR

5.3 Natural World Heritage Site ✓

Motivation:

- Presence of wildlife ✓✓
- Natural landscapes (coastline, lakes, vegetation)
- Eco-tourism activities linked to nature (1+2) (3)
- It has inter-linked five ecosystems

ANY ONE OF THE ABOVE OR SIMILAR

5.4 Exceptional natural beauty ✓✓

- Important ecosystems / biodiversity
- Habitat for endangered species e.g. Hippos, Rhinoceros, Turtles, Whale Sharks (2)
- Scientific or conservation importance

ANY ONE OF THE ABOVE OR SIMILAR

5.5 Environmental Sustainability

- Minimal environmental damage:
Biking uses existing trails and produces no air/noise pollution, while eco-boat cruises can use electric or solar power. This reduces the carbon footprint compared to large tour buses, protecting sensitive ecosystems at sites like iSimangaliso Wetland Park-Maputo National Park. ✓✓
- Controls tourist flow: Designated biking routes and scheduled boat departures prevent tourists from wandering into fragile areas. This reduces soil erosion, trampling of vegetation, and disturbance to wildlife/breeding sites.
- Funds conservation: Permit fees from biking trails and boat cruises go directly to park management. The income is used for anti-poaching, alien plant removal, and site maintenance, ensuring long-term protection.

ANY ONE OF THE ABOVE OR SIMILAR

Economic Sustainability

- Creates sustainable jobs: Local people are employed as bike guides, boat skippers, mechanics, and safety officers. Unlike construction projects, these jobs are permanent and provide steady income for communities around the WHS. ✓✓
- Encourages longer stays & spending: Adventure activities like biking and cruises attract special interest tourists who stay longer and spend more on accommodation, food, and crafts. This diversifies income and reduces seasonality at the site.
- Supports local SMMEs: Small businesses can hire out bikes, run coffee stops on trails, or provide transfer services. This keeps tourism revenue in the local economy and reduces economic leakage.

ANY ONE OF THE ABOVE OR SIMILAR**Social/Cultural Sustainability**

- Community ownership & pride: Training locals to lead bike tours or interpret boat cruises gives them a stake in the WHS. When communities benefit, they help protect the site instead of exploiting it for firewood/poaching. ✓✓
- Education & awareness: Guides interpret the cultural and natural heritage during the activities. Tourists learn why the site is significant, which encourages responsible behaviour and global support for its protection.
- Manages carrying capacity: Limiting bike group sizes and boat passenger numbers prevents overcrowding. This protects the visitor experience and prevents damage to the site's physical and cultural integrity.

(2x3+1) (7)

P=1**ANY ONE OF THE ABOVE OR SIMILAR****[15]**

QUESTION 6

6.1 Hosting WTM Africa can increase tourism revenue because more international buyers, exhibitors and delegates spend money on accommodation, transport, restaurants and attractions in South Africa. ✓✓ (2)

- It can create employment opportunities for people working in hotels, events management, transport and tourism services.

(ANY ONE OF THE ABOVE OR SIMILAR)

6.2 Trade shows connect SA with **international buyers**, leading to more bookings. ✓✓

- Increase **global awareness/visibility** of SA as a destination of choice
- Allow direct **marketing of unique experiences**
- They also help establish business partnerships and tourism packages that encourage more international tourists to visit South Africa.

- Encourage inclusion of SA in **travel packages and itineraries**

(ANY ONE OF THE ABOVE OR SIMILAR)

6.3 Builds **trust and long-term relationships** with buyers ✓✓

- Enhances **customer confidence** in SA tourism products
- Encourages **repeat business and partnerships**
- Improves **collaboration between stakeholders**
- Supports recovery and growth in tourism through **personal engagement**

(ANY ONE OF THE ABOVE OR SIMILAR)

6.4 Use TOMSA funds to develop high-quality marketing materials such as brochures, videos, digital displays and destination branding that promote South Africa's attractions. ✓✓

- Use TOMSA funds to support promotional activities at the trade show, including exhibition stands, networking events and meetings with international buyers and tour operators. ✓✓
- Use TOMSA funds to market lesser-known South African destinations and tourism products to international trade partners as a destination of choice.
- Use TOMSA funds to conduct follow-up marketing campaigns after the event to convert business leads into actual tourist bookings. (2x2) (4)

(ANY TWO OF THE ABOVE OR SIMILAR)

TOTAL SECTION C

**[10]
50**

SECTION D**QUESTION 7**

- 7.1 7.1.1 Uniform ✓
 punctuality ✓
 • respectful behaviour (2)
- 7.1.2 Medical aid ✓
 paid leave ✓
 • travel discounts (2)
- 7.1.3 Ensures proper behaviour ✓✓
 • guides staff
 • maintains standards
 • prevents misconduct (2)
- 7.1.4 **Remuneration:** salary/wages ✓✓

 Fringe benefits: additional benefits (e.g. medical aid) ✓✓ (2x2) (4)
- 7.1.5 Staff held responsible for actions ✓✓
 consequences enforced ✓✓
 • accountability maintained (2x2) (4)

[14]

QUESTION 8

8.1 8.1.1 Water recycling ✓ (2)

Energy-efficient lighting ✓

- Waste separation
- Green building design

ANY TWO OR SIMILAR RESPONSES FROM THE SOURCE

8.1.2 Rewards environmentally friendly behaviour ✓✓ (2)

- Encourages guests to adopt sustainable practices

8.1.3 Reduces pollution by limiting waste, litter and harmful emissions. ✓✓ (2)

- Conserves natural resources such as water, energy and forests for future generations.
- Protects biodiversity by preserving habitats and wildlife.
- Helps combat climate change through lower carbon emissions and better energy use.
- Maintains clean and attractive natural environments for both residents and tourists.
- Reduces pressure on ecosystems by promoting responsible use of environmental resources.
- Conserves natural resources

8.1.4 **People:** Encourages responsible behaviour among guests ✓✓ (2x3) (6)

- Educates and involves tourists in sustainability
- Promote wellness and a culture of environmental responsibility.

Planet: Reduces environmental impact through green

Practices ✓✓

- Conserves natural resources
- Protects biodiversity in wetland area

Profit: Attracts eco-conscious tourists / reduces operational costs. ✓✓

- build brand loyalty and reduces long term expenses
- ensuring financial sustainability

8.2

8.2.1 Funds education / improves community wellbeing ✓✓ (2)

8.2.2 A tourism destination can attract responsible tourists by promoting eco-friendly practices such as recycling and conserving water and energy. ✓✓

- It should support local communities through employment and use of local products.
- Providing information on codes of conduct helps tourists behave responsibly.
- Marketing the destination as sustainable and ethical also attracts environmentally conscious visitors.
- Certification by organisations like Fair Trade Tourism (FTT) can increase credibility. (2)

[16]

TOTAL SECTION D 30

QUESTION 9

9.1.1 Negative international media coverage may damage South Africa's image as a tourist destination. ✓✓

- Tourists may cancel or postpone trips due to safety concerns.
- Tour operators may lose income because tours are cancelled.
- Hotels may experience lower occupancy rates.
- Additional security costs may increase operating expenses. (2x1) (2)
- Investors will withdraw.

(ANY ONE WELL EXPLAINED ANSWER OR SIMILAR)

9.1.2 Increase visible policing and security in tourist areas. ✓✓

- Communicate accurate information quickly through official channels. ✓✓
- Engage communities and protest groups in dialogue.
- Develop contingency plans for tourist transport and accommodation.
- Promote unaffected destinations to maintain visitor confidence.
- Work with tourism businesses to protect visitors during disruptions. (2x2) (4)

(ANY TWO WELL EXPLAINED ANSWER OR SIMILAR)

9.2 9.2.1 Faster transactions compared to cash ✓✓

More secure (no need to carry physical money) ✓✓

- Convenient—can pay anytime, anywhere
- Easy tracking of spending
- Contactless (hygienic and safe)

(2x2) (4)

(ANY TWO WELL-EXPLAINED ANSWERS)

9.2.2 Instant payments using phone number or QR scan ✓✓

- No need for cash or card details
- Quick transactions in shops/restaurants

(ANY ONE WELL-DISCUSSED RESPONSE DRAWN FROM THE EXTRACT)

(2)

9.2.3 Encourages overspending due to delayed payments ✓✓

- Makes expensive items more affordable in the short term ✓✓
- Can lead to debt if not managed properly

(2x2) (4)

(ANY TWO WELL-EXPLAINED ANSWERS)

9.3 9.3.1 Steady increase from 5.7 million (2022) to 10.5 million(2025) ✓✓

- Indicates strong recovery and growth in tourism
- Tourism arrivals increase consistently each year.
- There is growing confidence in South Africa as a tourist destination.
- Improved travel conditions are attracting more tourists.

(2)

9.3.2 **Yes**, because 2025 (10.5M) exceeds 2019 (10.2M) pre-pandemic levels ✓✓

- There is a 2.6% increase from pre-pandemic levels.
- The numbers have also been increasing yearly.

(2)

No, the recovery was slow between 2020 and 2022.

- Recovery took several years despite eventual growth.

NOTE: No mark for YES or NO.

[20]

QUESTION 10

10.1 10.1.1 Customer satisfaction surveys ✓✓

- Feedback forms (online or paper-based)
- Social media reviews/comments
- Follow-up emails or phone calls
- Suggestion boxes

(ANY ONE OR SIMILAR)

(2)

10.1.2 The agent apologises immediately for the inconvenience experienced by the customers. ✓✓

- The agent takes responsibility which shows willingness to investigate.
- The agent commits to resolution by reassuring customers that action will be taken.

(2)

(ANY ONE OR SIMILAR)

10.1.3 Implement a booking verification system (system to confirm all bookings e.g. flights, hotels, tours) before the trip. ✓

- Motivation: The cartoon shows issues such as flight delays, unavailable accommodation, and cancelled tours, indicating poor planning and lack of verification. ✓

OR (ANY OTHER RELEVANT ANSWER + MOTIVATION):

- Improve communication with customers before departure
- Use a quality control/checklist system to verify all arrangements
- Train staff to double-check itineraries
- Monitor suppliers (hotels, airlines, tours)

(2)

10.2 10.2.1 Helps focus on key problem areas ✓✓

- Improves satisfaction
- Optimize resources and time.

(2)

10.2.2 Continuous improvement ✓✓

- Enhances satisfaction and loyalty
- Improves products, services and overall experience.

(2)

[10]**TOTAL SECTION E: 30****GRAND TOTAL: 200**