



INTERNATIONAL SECONDARY CERTIFICATE EXAMINATION
NOVEMBER 2024

TOURISM

MARKING GUIDELINES

Time: 3 hours

200 marks

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.

QUESTION 1

- 1.1 The learner has to give a brief but comprehensive description of the industry-related task that he/she participated in. Name of task Full description Goals
- 1.2 Learner highlights how his/her strengths as well as his/her teammates' strengths helped achieve quality service and the attainment of goals
- 1.3 Sharing of responsibility gets the task done quicker with said goal in mind. If just one member of the team has a different agenda, the group cannot function as a unit and mistakes will be made, or someone will forget to do something. This will lead to the delivery of a service being interrupted. The customers expect prompt service, consistency, value for money and professional conduct on the part of the staff. Any person working outside the goal of the team will prevent the customers' needs and expectations being met. They will see this as promises not being honoured, as not getting value for money; they will not trust the service provider and will become angry. Each team member can focus on his or her strengths to be more effective in completing the task. Creates a feeling of shared responsibility and purpose to achieve the goals. *Any three of the above ticked ideas will be awarded three marks*
Marker uses own discretion and awards marks for any valid points made.

1.4 **Forming stage**

- is a situation when members of a group don't truly understand their duty, the regulations and rules of the task.
- the members cannot finish their job without leader or manager because they lack confidence.
- they have to be encouraged and motivated so that they can feel to be a significant part of a team

Name of stage and a reasonable account of the bulleted points

Storming stage

- it often starts when team members preferring to use conflicting work styles.
- people may work in different ways for all sorts of reasons, but if differing working styles cause unforeseen problems, they may become frustrated.
- it requires that the leader of team should have a strong ability to help all members accept each other and respect in each individual task.

Name of stage and a reasonable account of the bulleted points

Norming stage

- team members know one another better,
- they may socialize together, and they are able to ask each other for help and provide constructive feedback.
- At this point a group needs to be making agreements and consensus.

Name of stage and a reasonable account of the bulleted points

Performing stage

- all members can achieve the duty without any problems, but they want to develop the team in regard to interpersonal development.
- a leader should concentrate on developing performance of the team.

Name of stage and a reasonable account of the bulleted points

Terminating stage

- when a group is successful.
- The leader of the team must be appreciated with the achievement and show all members their accomplishment & that he/she is so proud.
- This stage help increase motivation to members to move on to next things or another task.

Name of stage and a reasonable account of the bulleted points

- 1.5 Forming, storming, norming, performing, terminating. Any 1 mentioned and linked to personal experience. Learner must identify a stage and link their personal experience to this stage by explaining what happened. Identify stage, link the experience correctly and explain.

QUESTION 2

- 2.1
- Valid passport
 - Valid visa
 - Valid health certificate

- 2.2
- Don't hitch hike
 - Don't wear flashy jewellery
 - Lock doors and close windows
 - Avoid walking alone
 - Never leave luggage unattended
 - Don't carry large sums of money
 - Stay alert
- Any four of the above, or another, at the discretion of the marker*

- 2.3 2.3.1 Daylight Saving Time.

- 2.3.2 Explanation required: Changing of time by putting the clocks an hour ahead during spring/summer and putting the clocks back in winter.

Reasons: (*any two*)

- More hours to relax after finishing work
- Saves energy
- Fewer accidents on roads

Or any other reasonable answer

- 2.3.3 The misconception is that people think that an hour is *added to the day*. As the woman speaks of 'extra time on the clock'. This is impossible.
The clocks are simply moved backwards or forwards. You are not given extra time through daylight saving.

2.4

Green Channel	Red Channel
If you have nothing to declare	If you have things to declare

One idea from each of the tabulated answers

- 2.5 Harare + 2 Cape Town +2
 Sydney +10 Cairo +2
 Time difference 8 hours Time difference 0

Grade 10s will experience jet lag as they have crossed more than 3 time zones

- 2.6 Eswatini +2
 Vancouver – 8
 Time difference 10 hours
 00:30 +10
 10:30 24th March

- 2.7 Perth +8(+ 1 hour dst) = +9
 SA +2
 Time difference 7 hours
 If it is 18:30 in Perth (4 July) – 7 hours, it is 11:30 in SA
 11:30 (4 July) + 9 hours flying time = 20:30 4th of July

- 2.8 Jet Lag – a sleep disorder that occurs when your body's biological clock does not correspond to local time after crossing 3 or more time zones

Jet Fatigue – tiredness after a long journey within the same time zone or less than 3 time zones

Or any reasonable response

- 2.9 Use sleeping aids
- Don't eat too much
 - Exercise
 - Shower at stopovers
 - Drink non-alcoholic fluids
 - Pre-flight relaxation
 - Turn watches to the time of the destination and start operating according to the destination time before departure

Any four of the above

QUESTION 3

- 3.1
- Bank buying rate – the rate at which the bank buys forex
 - Bank selling rate – the rate at which the banks sells forex
 - BSR is always higher so that the banks can make a profit
- 3.2 A tourist moving across Europe has less buying power than the tourist in England because:
Euro to Rand is 20,3841
Pound to Rand is 23,4790
- 3.3 Weak currency implies that the currency can be exchanged for only a small amount of foreign currency. Weak currency results in lower imports
Implications:
- Raises inflation and interests
 - Cost of imported goods increases
 - Makes foreign travel expensive
- Any reasonable response earns 3 points*
- 3.4 More money to spend /Increased purchasing power
Stay longer in a country /Lower travel costs
Travel abroad is cheaper /Broader Destination options
- 3.5 \$
ZAR
1:18,4932
 $50\,000 \div 18,4932$
\$2 703
- 3.6 **Geopolitical events and political stability**
- Uncertainty or instability in a country reduces investor confidence, causing investors to withdraw or avoid investments. This decreases demand for the currency, leading to a drop in its value.
Reason for fluctuation (one mark) explanation of reason (two marks)
- 3.7 *Negatives*
- Expensive for outbound travellers
 - Drops supply of foreign currency
- Positives*
- More exports increasing GDP
 - Encourages foreign travellers
- 3.8 One advantage of each of the two payment methods.

Candidates' answers will differ. Use the following as a guideline.

Two marks to be awarded for methods named, and two marks for advantages

Electronic Fund Transfers (EFT)

+ easy, paperless, reduced admin cost

Internet/wireless payments, such as Snapscan, Wechat

+ Avoid long queues at the bank, individual alone can control finances, buy or purchase from anywhere in the world, convenient

Foreign Bank Notes or Cash

+ Very handy, especially when a shop does not have a card machine, traveller is better able to manage his finances, less chance of being defrauded

Credit Cards (Visa, MasterCard, American Express, Diners Club)

+ Safe, convenient and the spending limit can be very high, electronic check of balance; some service providers make use of credit cards only

Preloaded foreign currency debit cards such as Cash Passport Card / Travel Wallet / Internal Travel Card

+ More cost effective than using credit card; safe because it requires a security pin, convenient

New forms of payment: Apple Pay, Samsung Pay (smart watches used for payments), Zapper, PayPal

3.9	\$	€
	ZAR	ZAR
	1:18,4932	1:20,3841
	150 ×	
	18,4932	150 × 20,3841
	R2773,98	R3057,61
	Tino bought it more cheaply	

- 3.10
- Forex atm
 - Bank
 - Gateways
 - Foreign exchange bureau

QUESTION 4

- 4.1 Learner identifies a unique venture
Any four of: Product, Place and Time, People, Promotion and education, Process, Performance, Price, Positioning, Partnership
Learner chooses any 4 Ps, then describes the venture
- 4.2 Helps you to assess internal and external factors that might affect your business
- 4.3 SWOT – Three marks each for Strengths and Weaknesses
Two marks each for Opportunities and Threats
- 4.4 Marker's discretion – Learner suggests any responsible and sustainable ways to improve the service
- 4.5 Above the line
Below the line
- 4.6 Above the Line

QUESTION 5

- 5.1 Any one of a number of possible answers
- Seven Coloured Earths, a series of undulating dunes striped seven different colours.
 - an interactive museum of illusions.
 - The village is also renowned for its dining scene, boasting restaurants serving up the best Mauritian cuisine on the island.
 - You'll be able to tuck into palm heart salad and octopus curry in local restaurants, upmarket twists on traditional cuisine
- 5.2 Any 2 of these negative or positive effects:
Negative effects
- pressure on endangered species
 - increased pollution
 - high crime rate
- Positive effects*
- creation of employment
 - higher quality of life
 - increase in wealth
- 5.3
- enhanced living standards of the locals
 - creation of employment for local people
 - income growth
 - infrastructure development
- Any 2 of the above with an explanation, or *any other reasonable answer*

- 5.4
- On one hand, we have a growing number of competitors both in the Indian Ocean and other island nations around the globe.
 - On the other hand, travellers also depend on economic factors.
 - Tensions linked with political matters such as Brexit are troublesome and unpredictable.
 - Also growing concerns about the carbon emissions of airplanes are bound to make people think a lot before opting for far away destinations.
 - Coronavirus problem, which has unpredictable consequences.
- Or any other reasonable answer*

5.5 5.5.1 The Covid pandemic limited travel and tourism.

5.5.2 The Covid pandemic came to an end and travel could resume.

5.5.3 Aggressive international advertising for niche markets (MICE, Adventure travel, conferences), special discounts for air travel and accommodation, pop concerts
Any three reasonable suggestions

5.6 *Negatives*

- locals and tourists competing for limited resources
- over crowding
- pollution due to increased population
- easy spread of diseases *Any 2 (or other reasonable ideas)*

Positives

- Improvement of infrastructure
- Creation of employment *Or other reasonable ideas*

- 5.7
- implementing sustainable measures such as solar heaters, solar panels for electricity,
 - phasing out of plastic straws and packaging,
 - encouraging more and more use of local products and food,
 - reducing waste,
 - using wastewater for plants and golf courses

5.8 5.8.1 *Positive*

- It saves energy and money

Negative

- expensive for the small businesses to install and maintain the solar system
- (or any other reasonable ideas)*

- 5.8.2
- implementing sustainable measures
 - promote green tourism
 - attract 'green' tourists *(any three reasonable answers)*

- 5.9 5.9.1
- sustainability
 - fair share

- 5.9.2 • A masterplan on sustainability will be published by the Ministry of Environment in April.
- This can only be beneficial for the whole population, allowing them to get a fair share of the tourism industry.

5.10 profit

5.11 Money that is brought in through tourism may circulate and benefit the whole system starting with the local community
Learner to use examples from the extract only

QUESTION 6 CONCEPT MAP

- A title that explains your unique opportunity/venture.
- Any five of the five Ps of the marketing mix to describe the unique venture.
- The unique selling point. Product, People, Performance, Place and time, Promotion and education, Partnership, Pricing, Process and Positioning. Any 5 can be selected to describe the venture, with a description of each. Unique selling point (USP) must be identified and must be UNIQUE.
- Marketing methods – Above the line and below the line technique – Examples television, newspapers, magazines, cinemas, posters = personal selling, sales promotion, instore discounts, promotional sponsorship, exhibitions, shows and expos
- It also covers printed sales literature such as brochures, flyers, pamphlets and posters

How community benefits

Environmental protection
Enhancements of livelihoods
Creation of employment
Infrastructural development

Three Factors

Environmental factors – good environmental practices, such as resource management (energy and water), waste management (reduce, re-use, recycle), litter control, pollution control, environmentally friendly building, promotion of indigenous flora and control of invasive alien plants on grounds and in gardens.

Social factors – considering the positive and negative effects of tourism on local communities, culture and heritage. Involving the locals in decisions that affect them, Corporate Social Investment (CSI) in tourism, such as financial or non-financial support given by tourism companies to health / sport / education / youth projects.

Economic factors – the role of business. The responsible attitude of a tourism business towards the people and environment it affects. Ways to practise it: ownership, employment, procurement of local goods and services, etc.

Impact the venture has on Tourism

Both positive and negative impacts to be addressed

MARKING RUBRIC FOR CONCEPT MAP

Criteria	5	4	3	2	1	0	
Suitable title provides a concise explanation of the business			Title is a concise explanation of the business/venture.	Title provides an explanation of the business/venture.	Title does not provide an explanation of the business.	No title.	3
FIVE marketing Ps with concise explanation/plan to describe each. USP identified	5 Ps mentioned with a precise explanation of each. USP identified.	5 Ps mentioned with a suitable explanation/ description of each. USP missing or not unique.	3 or 4 Ps mentioned with a fair explanation. USP missing or not unique.	Only 1 or 2 of the Ps mentioned, with vague explanation of each. No USP identified.	Poor attempt to outline the marketing plan. Factors may be mentioned but not credible or poorly planned.	Not addressed.	5
Identify and explain the marketing method used with relevant examples		Appropriate Marketing method for the venture has been identified and explained in greater details. Sufficient examples have been provided. X2	Marketing method has been identified and explained in detail. Some examples have been provided. X2	Marketing method has been identified. Explanation lacks detail. Examples have been provided. X2	Methods have been identified but no explanation given. Examples provided. X1	Not addressed.	8
Description on how your venture will benefit the local community (Multiplier effect)			Sophisticated illustration of the multiplier effect and the benefit on the local community.	Candidate indicates a good understanding of the multiplier effect but lacks supporting evidence on its benefits on the local community.	A vague attempt to address this topic with limited understanding of the multiplier effect.	Not addressed.	3
3 factors impacting on sustainable and responsible tourism identified. Evaluation of impact the venture has on tourism			3 factors identified. Insightful response, evaluation of impact the venture has on tourism. X2	2 factors identified. Response lacks depth, little critical thinking on the evaluation of the impact the venture has on tourism. X2	1 factor identified or superficial response. No critical thinking on the evaluation of the impact the venture has on tourism. X1	Not addressed.	6
Links between points made, valid explanations provided, key and colours included. Layout sophisticated			Excellent layout, several meaningful links show understanding of interrelationships. Colours and key reflect higher-order response.	Many links indicated, explanations may be superficial, or key and colours may lack depth of understanding of interrelationships between concepts.	Some links are made but lack explanation and/or key.	No links are made and/or no key provided.	3
Possible total:							28

Total: 200 marks