



INTERNATIONAL SECONDARY CERTIFICATE EXAMINATION
MAY 2025

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 Form of tourism that aims to make positive impact on the environment, society and economy of a destination while offering enjoyable experience.

OR

minimising the negative effects of tourism on the environment and local culture while maximising the benefits for local communities and economies

- 1.2 People/Social
Planet/Environmental
Profit/Economic

- 1.3 **Economic:** benefits include increased responsible tourist volumes, particularly responsible travellers, repeat visitation, increased foreign currency and contribution to GDP, job creation, foreign investment, competitive advantage for the organisation, reduced electricity and water bills, reduced sewerage and waste disposal costs, stimulate entrepreneurship and reduced unemployment, joint ventures, partnerships and other business linkages can be used to promote community-based tourism initiatives. **(Any 3)**

Social: employment increasing means standard of living increases, infrastructure development and maintenance, pride in the local community increases, empowerment of locals as role players in decision-making, skills development, capacity building, reduction in crime. Waste management and water treatment create a safer environment for staff and local communities, reducing illness and disease and enhancing quality of life. **(Any 3)**

Environmental: Greening of industries protects valuable resources as tourism resources, waste is reduced, less pollution and reduced carbon footprint, recycling can contribute to job creation and reduces pollution, environmental impact assessment can reduce the negative impact of building and construction, use of local materials reduces the need to transport materials and reduces pollution and impact on the environment. **(Any 3)**

- 1.4 Recycling of waste materials, use of alternative sources of energy such as solar, wind, planning of building structures to minimise the need for artificial lighting, planting of indigenous flora and removal of alien vegetation, encouraging 'green seats' in travel packages, local procurement of goods, employing local people, skills development and training of staff, use of Fair Trade practices in staff payment, employment of disabled and previously disadvantaged individuals, encourage guests to buy locally made goods and assist with the marketing of such. **(Any 2)**
- 1.5 The multiplier effect happens when tourists spend money at a hotel or other tourist related business. The business then pays its workers, who then spend their income on other goods and services, leading to more jobs and more spending.

A simple circular flow diagram illustrating the multiplier effect should include:

1. Tourists spend money at local tourist businesses
2. Households receiving income from the tourist spend
3. Households spending a portion of this income on goods and services
4. Businesses receiving income from household spending
5. Businesses reinvesting or distributing this income, creating further rounds of income and spending (at discretion of the marker)

- 1.6
- If the service they receive at these various places is good, or excellent, then their travel experience is a positive one and these tourists will, more than likely, return at a later date. (repeat visitation)
 - and will probably also tell many others (positive word of mouth) about their fantastic holiday.
 - This may result in increased tourist volume to these attractions. Tourists spend in the Transport, Hospitality and Attractions sectors will then also increase.
 - Contribution to the **country's GDP** will increase and the country's economy will benefit. (economic growth)
 - Tourism ventures (hotels, restaurants, resorts, transport) will receive more income from this increased tourism volume and spending.
 - The demand for goods and services goes up, therefore the ventures need to procure (buy) more goods and employ more staff.
 - If the ventures **employ local people and buy locally produced goods**, then the money circulates **within the local community** and benefits the local community.
 - The staff employed in this venture, are paid with money from the income from tourists.
 - The staff's standard of living improves because they have employment, they are able to buy more food, other goods and services.
 - Once again, the demand goes up and the local businesses must supply this demand.
 - In this way, more employment is created, more money is circulated in all businesses in the community and, ideally, everyone benefits. (community development)

Any six valid

QUESTION 2**2.1 Above the line**

Television Radio Newspaper Magazine Billboards Cinema
Any Three

Below the line

Instore discounts
Personal selling
Direct mail Email Sales Promotion Any Two

2.2 Above the Line

Advantage: Mass appeal Brand building Better targeting
Any one correct

Disadvantage: expensive lack of interaction
Any one correct

Below the Line

Advantage: one on one contact with customers better response rate Easy and most reliable builds customer relationship
Any one correct

Disadvantage: targeting diverse cultures maybe difficult Extensive training may be required for the marketing team
Any one correct

- 2.3** Surveys questionnaires online feedback on the website suggestion box.
Each type of feedback mentioned will enable the management of Meet and Grill to be aware of problems quickly and to correct them training of staff can improve service delivery. Meet and Grill can maintain a competitive advantage – training on improving communication techniques.

(Any 2 relevant explanations.)

- 2.4 Profitability of business:** customers will get a negative impression of the business if the business is seen as incompetent and untrustworthy, the customers will not return, the business will lose revenue and profits will decline, staff will not receive adequate remuneration, this will result in further poor performance, business will spiral downward into bankruptcy and may have to close.

Economy: lack of customer revenue leads to less contribution to GDP the economy will decline and unemployment may rise standards of living drop as communities have less disposable income fewer people paying taxes leads to further economic decline infrastructure starts deteriorating.

Community: unemployment rises, standards of living drop crime may increase less community pride less domestic travel as locals are unable to participate in the industry due to less disposable income infrastructure deterioration.

- 2.5 Performance management, quality control checks customer surveys team and peer reviews, in-service training.

Team rewards.

Make use of a code of conduct.

Team building activities/training. (Any four)

- 2.6 Any 4 descriptions of how each (4.5) improves service regarding staff
Use Marker's discretion.

QUESTION 3

- 3.1 USD to ZAR

1:19,0818

USD1266,00 x 19,0818

ZAR24157,56

- 3.2 The bank buying rate is always smaller than the bank selling rate because this difference represents the bank's profit margin on currency exchanges

- 3.3 Not possible exchange rate fluctuates constantly

- 3.4 Bank

Gateways

Hotels

Restaurants

Forex ATM

- 3.5 ZAR : USD

1:17,01

5000 ÷ 17,01

USD293,95

- 3.6 2nd of March. They would have received more money as the rate is more favourable than on the 15th of March.

- 3.7 Asia is best option

Low exchange rate. They will get more money. More days for vacation.

- 3.8 Inbound – a tourist arriving/getting into a country

Outbound – a tourist departing/getting out of a country

- 3.9 Most businesses accept credit cards

Avoid carrying large sums of money

Card can be used to buy expensive items

Easy to track your expenses

Reward points and benefits (fuel cash back)

Convenient

Can be blocked by owner

- 3.10 Any four of the following:

New forms of payment: Apple Pay, Samsung Pay (smartwatches used for payments), Zapper, PayPal, PayGate or Snapscan

Any four of the above, or another, at the discretion of the marker.

QUESTION 4

- 4.1 **Research Destination Health Risks:** Before traveling, research the health risks associated with your destination. This includes understanding prevalent diseases, vaccination requirements, and any specific health advisories issued by health authorities.

Vaccinations and Immunisations: Make sure you are up to date on routine vaccinations recommended by your home country's health authorities. Additionally, inquire about any specific vaccinations required or recommended for your destination, such as yellow fever, typhoid, hepatitis, or COVID-19 vaccines.

Travel Health Insurance: Consider purchasing travel health insurance that covers medical expenses, including emergency evacuation, in case you fall ill or get injured during your trip.

Food and Water Safety: Be cautious about consuming food and water in unfamiliar settings. Stick to bottled water, avoid consuming raw or undercooked foods, and eat at reputable establishments with good hygiene practices.

Mosquito Bite Prevention: In regions where mosquito-borne diseases like malaria, dengue fever, or Zika virus are prevalent, take precautions to prevent mosquito bites. This may include wearing long sleeves and pants, using insect repellent, and sleeping under mosquito nets if necessary.

Personal Hygiene: Maintain good personal hygiene practices, such as frequent handwashing with soap and water, especially before eating or touching your face. Carry hand sanitiser for situations where handwashing facilities are not available.

Sun Protection: Protect yourself from the sun's harmful rays by wearing sunscreen with a high SPF, sunglasses, and a hat, especially if you'll be spending time outdoors.

Medications and First Aid: Pack necessary medications in your travel kit, along with a basic first aid kit containing items like bandages, antiseptic wipes, and over-the-counter pain relievers.

Seek Medical Assistance if Needed: If you experience any health concerns during your trip, seek medical assistance promptly. Contact your travel insurance provider for guidance on accessing medical care or locating healthcare facilities in the area.

Any four of the above, or another, at the discretion of the marker.

- 4.2 To ensure you know what time you are going to arrive at your destination.

For planning purposes – accommodation bookings, availability of essential services like car hire/taxi services.

Flight bookings coincide with connecting flights.

Health precautions to take to prevent or treat jet lag.

Any four of the above, or another, at the discretion of the marker.

4.3 4.3.1 Saving Time (DST) is the practice of adjusting clocks forward by one hour during the Summer/spring time to extend evening daylight and backward by one hour during winter months to conserve energy and make better use of daylight.

4.3.2 **Extended Daylight Hours for Sightseeing:** DST provides tourists with longer daylight hours in the evenings, allowing them to explore and sightsee for an extended period. This is particularly beneficial for outdoor attractions, scenic drives, and leisurely walks through cities or natural landscapes.

More Time for Outdoor Activities: With the extra daylight during DST, tourists have more opportunities to engage in outdoor activities such as hiking, biking, swimming, and wildlife viewing. This can enhance the enjoyment of nature-based tourism experiences and adventure travel adventures.

Enhanced Evening Entertainment: Longer daylight hours in the evenings enable tourists to extend their evenings and participate in evening entertainment options such as outdoor concerts, festivals, night markets, and alfresco dining experiences. DST can create vibrant nightlife scenes and cultural experiences for tourists to enjoy.

Flexible Tour Schedules: Tour operators and attractions may extend their operating hours during DST to accommodate the increased demand from tourists seeking to maximise their daylight hours. This flexibility allows tourists to schedule tours, excursions, and visits to attractions later in the day, providing more options for exploring their destination.

Opportunities for Photography: The extended daylight during DST provides photographers with more opportunities to capture stunning landscapes, cityscapes, and natural wonders in optimal lighting conditions. Tourists can take advantage of golden hour and sunset photography sessions to capture memorable moments during their travels.

Any four of the above, or another, at the discretion of the marker.

4.4 Duty-free shop is a retail outlet where travelers can purchase goods without paying certain taxes or duties that are typically imposed on imported products. These shops are often located in specific areas such as airports, cruise ports, and international borders.

4.5 Tokyo + 9
 Durban + 2
 Time difference 7 hours
 09:00 + 3 hours later call
 $12:00 + 7(\text{time difference}) = 19:00$
 She will not be able to scan and email office would have closed 2 hours ago

4.6 Harare + 2
 Perth +8 Time difference 6 hours
 21:00 + 6
 03:00 2nd June

- 4.7 London 0 (+ 1 hour dst)
SA +2
Time difference 1 hour
If it is 20:30 in SA, it is 19:30 in London
 $19:30 + 9 \text{ hours} = 04:30$
04:30 11th of March
- 4.8 Jet lag refers to the temporary disruption of the body's internal clock due to rapid travel across multiple time zones, leading to symptoms such as fatigue, insomnia, irritability
Adjust sleep patterns before travel, staying hydrated exposure to natural light and strategic napping (Any three or another reasonable response)
- 4.9 International Date Line (IDL) is an imaginary zigzag line that runs from the North Pole to the South Pole and serves as the boundary between calendar days. It is located approximately along the 180 degrees.
Date will be Wednesday 25 December.

QUESTION 5

- 5.1 People/Social
Planet/Environmental
- 5.2 Travel/vacations that minimise the negative impacts on the local environment and culture.
- 5.3 offers cleaner than regular jet fuel
cuts down carbon emissions
- 5.4 SAF used by some airlines is primarily produced from biogenic residues Such as used cooking oils and other fat waste.
- 5.5 5.5.1 Efforts and initiatives aimed at reducing the environmental impact of aviation and making air travel more sustainable.
Offer cleaner alternative to traditional jet fuel
cuts down carbon emissions
- 5.5.2 Tourist books a SAF option, the Lufthansa Group purchases the amount of SAF required for the individual CO₂ reduction and feeds it into flight operations at one of its locations within six months.
'Green Fares' offers a new fare option with a fixed SAF share on European flights.
- 5.6 Indonesia Japan Malaysia
Collected revenue being directed towards environmental projects and Infrastructure.
- 5.7 restricting the numbers of visitors allowed in certain areas.
implementing stricter regulations on activities.
Any of the 2 answers
- 5.8 5.8.1 **Green Globe** is an app that lists sustainable hotels and attractions
MyClimate is a comprehensive helps travellers understand and offset their impact
Glooby. An innovative search engine that makes allows comparing the environmental impact of flights and hotels, making it easier to plan eco-friendly trips
- 5.8.2 CSR – Corporate Social Responsibility – a business model that helps companies to be socially accountable while being conscious of the kind of impact they have on all aspects including economic, social and environmental.
Regular planting excursions are organised by the hotel
- 5.9 Conserving Resources:
- Energy Conservation: Turn off lights, air conditioning, and heating when not in use.
 - Water Conservation: Use towels and linens more than once to reduce water and energy consumption from laundering.
 - Reduce Waste: Avoid single-use plastics such as straws and bottles.
- Supporting Local Communities
- Local Products: Purchase locally-made products and support local businesses.
 - Local Culture: Respect local traditions, customs, and practices.

Responsible Transportation

- **Public Transport:** Use public transportation or walk/bike instead of taking a taxi or rental car.
- **Car Sharing:** Opt for carpooling or ride-sharing services.

Reduce Plastic Use

- **Reusable Items:** Bring a reusable water bottle, coffee cup, and shopping bag to minimise single-use plastic waste.
- **Refuse Plastic:** Politely decline single-use plastic items such as straws and cutlery.

Any four answers

QUESTION 6 CONCEPT MAP

MARKER IS TO REFER TO THESE POSSIBLE ANSWERS WHEN USING THE RUBRIC ABOVE:

Professional image and Teamwork

Image that one projects through appearance, attitude, behaviour particularly in the business world

Team work the willingness of a group of individuals to work together to achieve a common goal

FIVE phases in the formation of a team listed, and an explanation of what happens in each phase provided:

Forming: When a group is first formed, individuals wait and see what is going on. They are unsure of their role and concerned about how they will fit in. They want to belong to the group, feel accepted, and find out what the task is.

Storming: During the confrontation stage, individuals in a group begin to struggle to establish their place in the group. They may challenge the leadership of the group or the group boundaries. They may also, for the first time, express disagreement or impatience with the task or group process. At first, the leader may wonder why the group, which seemed to be working well, now seems to be in trouble. This stage is healthy because group members feel comfortable and trusting enough to air conflicts that previously had been kept hidden.

Norming: At the working stage, groups have developed methods of dealing with task and process and can work effectively together. People become more tolerant of differences in the group and encourage self-expression. The group can accept and build on one another's strengths, sharing tasks in the most productive way.

Performing: During maturity, the group continues to cooperate to resolve issues and accomplish objectives.

Terminating, members examine their performance and working processes. They begin to provide honest feedback which is not always positive and begin to share ideas that might create conflict. They decide whether to approach another project together or go their separate ways

Identifying 3–4 benefits of teamwork to the profitability of the business:

- In a team, you can come up with different ways to get the job done.
- Goals can be achieved more quickly than they would if you were doing it by yourself.
- Good teamwork leads to efficient service, good communication, a positive reputation and increased visitor volumes, increased profits.
- The goals of the organisation will be achieved more efficiently and the needs and expectations of the customers will be met.
- This will give the business a more professional image and lead to positive word of mouth, repeat visitors, increases in numbers of visitors and more profit.
- This also leads to more bookings made, more contribution to GDP and many more economic benefits.

Analysing the relationship between teamwork and service delivery:

- A group needs to have the same goal or mission in mind, so that all are trying their best to reach that one goal.
- If just one member of the team has a different agenda, the group cannot function as a unit and there will be mistakes made, or someone will forget to do something.
- This will lead to the delivery of a service to be 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.
- Customers 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. They will then tell others about this, or post their negative comments on feedback forums such as HelloPeter.com.
- Word spreads very quickly, whether negative or positive and this will cause harm to the reputation of the business.
- The brand name will be affected, people will stop going to this business and cause the business to lose money. The opposite is also true.

Importance of a code of conduct:

- Spells out the conduct expected from staff in their performance of duties.
- Offers guidance for staff members faced with ethical challenges, reduces confusion.
- Guides staff behaviour.
- Helps businesses ensure that employees act responsibly.
- Protects businesses from lawsuits and ensures good workplace and public relations.
- Acts as a public face for the business, identifying the ethics of the organisation to the outside world.
- Is used as a reference for a business's proposed course of action, or for when this course of action is questioned.

Benefits to the business: In a team, you can come up with different ways to get the job done and it will get done quicker than it would if you were doing it by yourself. Good teamwork leads to efficient service, good communication, a positive reputation and increase visitor volumes, increased profits. The goals of the organisation will be achieved more efficiently, and the needs and expectations of the customers will be met. This will give the business a more professional image and lead to positive word of mouth, repeat visitors, increases in numbers of visitors and more profit. This also leads to more bookings made, more contribution to GDP and many more economic benefits.

Teamwork and good service: A group needs to have the same goal or mission in mind, so that all are trying their best to reach that one goal. If just one member of the team has a different agenda, the group cannot function as a unit and there will be mistakes made, or someone will forget to do something. This will lead to the delivery of a service to be interrupted. The customers expect prompt service, consistency, value for money and a 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. They will then tell others about this or post their negative comments on feedback forums such as *HelloPeter.com*. Word spreads very quickly, whether negative or positive and this will cause harm to the reputation of the business. The brand name will be affected, people will stop going to this business and cause the business to lose money. The opposite is also true.

Total: 200 marks