

---

# iNgakithi Tourism Schools Competition 2021

---

Competition  
Guidelines

---

Tourism Capacity Building

---



## INGAKITHI TOURISM SCHOOLS COMPETITION 2021

### 1. INTRODUCTION

iNgakithi Tourism Schools Competition seeks to harness the love, creativity and invoke curiosity within our learners around tourism and how it translates to their own neighbourhoods. The Department of Economic Development, Tourism & Environmental Affairs (Edtea) therefore invites all uMgungundlovu District tourism learners in schools that offer tourism as a subject to enter the competition.

### 2. UNWTO TOURISM DAY 2021 THEME

#### **“Tourism for Inclusive Growth”**

The 2021 World Tourism Day theme is “*Tourism for Inclusive Growth*”, this means that the tourism sector is broadening its focus and striving to provide equal tourism opportunities for all. In doing so the sector aims to uplift the previously disadvantaged groups including the women, youth, disabled people and indigenous communities, through the creation of sustainable employment while conserving the environment. This will then lead to poverty alleviation and an inclusive economic growth.

<https://www.unwto.org/world-tourism-day-2021>

### 3. COMPETITION GUIDELINES

These guidelines have been developed to offer support for tourism learners as they prepare their entries for the competition. Guidelines for the three competition categories are outlined below as follows:

#### **3.1. GUIDELINES - INGAKITHI TOURISM POEM COMPETITION**

KwaZulu-Natal is well known for its talent when it comes to the arts, drama and spoken word. Izimbongi (poets) are nurtured when they are still young and also discovered when they are still in high school. The iNgakithi Tourism Poem Competition will encourage those aspiring poets to develop a tourism related poem that reflects offerings within their own neighbourhood.

Learners will be expected to develop a poem, explain how the theme was interpreted and recite the poem. Your poem can be about anything that showcases your area that has tourism relevance. You can choose any natural feature, a historical area, a prominent community figure, a tourism event, or a tourism activity in your neighbourhood.

*Remember to highlight that which makes your neighbourhood stand out from the rest.*

### Entry Requirements:

- uMgungundlovu District Tourism Schools
- Competition only open to Grade 10 Tourism Learners
- 1 entry per school (1 child per school per grade)
- Competition is open from the 11<sup>th</sup> August 2021 closing on the 03<sup>rd</sup> September 2021.

### Competition Rules:

- Complete the iNgakithi Tourism Schools Competition entry form
- Write a poem and record yourself reciting your poem taking influence from the 2021 UNTWO Theme ***“Tourism for inclusive growth”***.
- Learners are encouraged to write their own poem and if they use someone else’s work to make sure that they acknowledge the original author
- The poem should be typed and recited in English.
- A maximum of 5-minute long recording of the recital or minimum of 3 - minute.
- Prepare and submit a typed 200 – 400 words write-up explaining how the poem has interpreted the theme.
- Use your cellphone to record yourself reciting the poem.
- Submit the typed poem, your recording and a typed write-up.
- All poems that are submitted become the property of Edtea, and if used in electronic media, the learner will be credited.
- All enquiries and entries should be submitted electronically on [iNgakithiTSC@kznedtea.gov.za](mailto:iNgakithiTSC@kznedtea.gov.za) and only electronic entries will be accepted.

**Submission Deadline: 3<sup>rd</sup> September 2021 @ 16H00**

### 3.2. GUIDELINES - iNGAKITHI TOURISM PHOTOGRAPH & WRITE-UP

A photograph is worth a thousand potential visitors to a destination. Destination images are used to tell a story, attract, inform, persuade, remind prospective visitors and also form an important aspect in a successful tourism management and destination marketing. Learners these days are very well versed with using cameras and cellphones to take beautiful pictures of their surroundings. The iNgakithi Tourism Photograph & Write-Up Competition will encourage those aspiring photographers to capture any tourism attraction within their own neighbourhood.

Learners will be expected to capture an image of a tourism attraction in their neighbourhood and do a write-up explaining how the theme was interpreted with the chosen image. You can choose any

natural feature, a historical area, a prominent community figure, a tourism event, or a tourism activity in your neighbourhood.

*Remember to capture that which makes your neighbourhood stand out from the rest.*

#### **Entry Requirements:**

- uMgungundlovu District Tourism schools
- Competition only open to Grade 10 Tourism Learners
- 1 entry per school (1 child per school per grade)
- Competition is open from the 11th August 2021 closing on the 03rd September 2021.

#### **Competition Rules:**

- Complete the iNgakithi Tourism Schools Competition entry form
- Use your cellphone/camera to take a picture.
- The image should be submitted as a JPEG file with a file name that includes your name and school.
- Submit one (1) digital image (Photo) of up to 4MB in size.
- On a separate file describe what has been captured and where the attraction is located in your hood. Also explain how you have used the picture to interpret this year's theme.
- The write-up should be between 200-400 words.
- All enquiries and entries should be submitted electronically on [iNgakithiTSC@kznedtea.gov.za](mailto:iNgakithiTSC@kznedtea.gov.za) and only electronic entries will be accepted.

**Submission Deadline: 3<sup>rd</sup> September 2021 @ 16H00**

### **3.3. GUIDELINES - INGAKITHI TOURISM RESEARCH COMPETITION**

Tourism as a subject involves practical work that requires learners to be stimulated and challenged at times. Therefore learning research skills at a high school level will not only afford learners with the benefit of fostering critical thinking and analytical skills but also expand knowledge and understanding of a chosen topic and field of study. In this age of information, social media and 4IR it is getting more important that learners are able to decipher for themselves what is real and what is fake and the skill of sourcing credible information tends to be vital to have.

The iNgakithi Tourism Research Competition will encourage those curious minds to go into their own neighbourhoods and unearth the stories, hidden gems and interesting features that would attract visitors into their area.

Learners will be expected to develop a 1-day itinerary of activities that visitors in your neighbourhood can enjoy. Remember to also include where your visitors will start, attractions to experience and enjoy, rest and eat, and end their visit. You are encouraged to also obtain a map of your neighbourhood from your Community Tourism Office or Municipality where you will be able to



depict the different attractions that exist in your area. Prepare a write-up explaining how the theme was interpreted with the chosen activities. You can go into details describing natural features, historical areas, prominent community figures, tourism events, tourism activities to include in your itinerary that are within your neighbourhood.

*Remember that this is your opportunity to showcase that which makes your neighbourhood stand out from the rest.*

#### **Entry Requirements:**

- uMgungundlovu District Tourism schools
- Competition only open to Grade 11 Tourism Learners
- 1 entry per school (1 child per school per grade)
- Competition is open from the 11th August 2021 closing on the 03rd September 2021.

#### **Competition Rules:**

- Complete the iNgakithi Tourism Schools Competition entry form
- Map of your area/location marking the various attractions that are in your neighbourhood
- A 1-day itinerary of activities in your neighbourhood
- Prepare and submit a typed 200 – 400 words write-up describing the chosen attractions and explaining how you have interpreted the theme.
- All enquiries and entries should be submitted electronically on [iNgakithiTSC@kznedtea.gov.za](mailto:iNgakithiTSC@kznedtea.gov.za) and only electronic entries will be accepted.

**Submission Deadline: 3<sup>rd</sup> September 2021 @ 16H00**



INGAKITHI TOURISM SCHOOLS COMPETITION - ENTRY FORM 2021	
<b>UNWTO TOURISM DAY 2021 - THEME: "Tourism for Inclusive Growth"</b>	
<b>Tick the relevant entry category:</b> <input type="checkbox"/> iNgakithi Tourism Poem Competition <input type="checkbox"/> iNgakithi Tourism Photograph & Write-Up Competition <input type="checkbox"/> iNgakithi Tourism Research Competition	
<b>Name of your District:</b>  	<b>Name where your school is located:</b> <b>Municipality -</b> <b>Town/City -</b> <b>Location -</b> <b>Ward -</b>
<b>Name of School:</b>	<b>Name of School Principal:</b>
<b>Contact Details of the School:</b> <b>Address:</b>  <b>Tel/Cell Number:</b>	<b>Name of Tourism Educator:</b>  <b>Cell Number:</b> <b>Email Address:</b>
<b>Name &amp; Surname of Tourism Learner:</b>	<b>Grade:</b>
<b>Name of Guardian:</b>	<b>Learner/Guardian Cell Number:</b>

To enter iNgakithi Tourism Schools Competition, you must agree to the following:

*I agree and would like to declare that all the work that I am submitting to enter this competition is my original work. This includes all the pictures, poem and itinerary has been taken and developed by myself. All contact details provided on this form will be used by the Department of Economic Development, Tourism & Environmental Affairs (Edtea) for the purposes of this competition. I understand that my entry becomes the property of the Edtea.*

<b>Signature of Learner:</b>	<b>Signature of Educator:</b>
<b>Date:</b>	<b>Date:</b>

Please email your entry form and related submissions to:

Email: [iNgakithiTSC@kznedtea.gov.za](mailto:iNgakithiTSC@kznedtea.gov.za) on or before the **3<sup>rd</sup> September 2021**

<b>Date Received by Edtea:</b>	<b>Entry Number:</b>
--------------------------------	----------------------