



KWAZULU-NATAL PROVINCE
ECONOMIC DEVELOPMENT, TOURISM
AND ENVIRONMENTAL AFFAIRS
REPUBLIC OF SOUTH AFRICA

iNgakithi Tourism Schools Competition 2023

Competition
Information Pack &
Guidelines

Tourism Education & Awareness

INGAKITHI TOURISM SCHOOLS COMPETITION

“Your Neighbourhood: A Hidden Gem Waiting to be Discovered”

1. INTRODUCTION

KwaZulu-Natal is fondly referred to as the Kingdom of the Zulu and showcases a vibrant mix of natural and cultural beauty. As residents of KwaZulu-Natal we cherish our heritage, culture, language, and local communities. We have come up with different expressions to refer to our neighbourhoods e.g. eKasi Lami, iNgakithi, eLokshini, Eroundini, My Hood, Emakhaya, Endabukweni and Ngasekhaya just to name a few.

It is this sense of pride that underpins the ***iNgakithi Tourism Schools Competition***, aimed at promoting tourism in rural and township areas, and sparking curiosity in learners about the tourism industry and its relevance to their own communities.

The Department of Economic Development, Tourism & Environmental Affairs (Edtea) therefore invites all tourism learners in schools that offer tourism as a subject to enter the competition.

2. OBJECTIVES OF THE COMPETITION

- To encourage tourism learners to develop research, writing, oral advocacy, and creative skills
- To provide tourism learners an opportunity to discover tourism activities in their own neighbourhoods
- To promote domestic tourism, the competition encourages learners to discover hidden gems in their own backyards
- To promote tourism education and awareness amongst schools in KwaZulu-Natal
- As a drive to Resource the Tourism Classroom across the Province of KwaZulu-Natal

3. UNWTO TOURISM DAY 2023 THEME - Tourism and Green Investment

The World Tourism Organization (UNWTO) is the United Nations specialized agency which deals with the promotion of responsible, sustainable and universally accessible tourism. It is the leading

international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers the sector leadership and support in advancing knowledge and tourism policies worldwide.

Tourism Month is celebrated globally in September to highlight various tourism offerings and promotion awareness of tourism’s social, cultural, political and economic impact, and the sector’s important role to the world’s economy. Inspired by the annual United Nations World Tourism Organisation (UNWTO), World Tourism Day celebrations on 27 September, Tourism Month provides a platform for the sector to reflect and honour its milestones in relation to the 2030 Sustainable Development Goals.

“Investing in People, Planet and Prosperity”

UNWTO has identified investments as one of the key priorities for tourism’s recovery and future growth and development. For World Tourism Day 2023, UNWTO highlights the need for more and better-targeted investments for people, for planet and for prosperity. Now is the time for new and innovative solutions, not just traditional investments that promote and underpin economic growth and productivity. World Tourism Day 2023 will be a call to action to the international community, governments, multilateral financial institutions, development partners and private sector investors to unite around a new tourism investment strategy. The international observance day for tourism will highlight the vital need to deliver investment for projects that work for **People** (by investing in education and skills), **Planet** (by investing in sustainable infrastructure and accelerating green transformation) and **Prosperity** (by investing in innovation, technology and entrepreneurship).

[World Tourism Day 2023 | “Tourism and Green Investment” \(unwto.org\)](https://www.unwto.org/en/world-tourism-day-2023-tourism-and-green-investment)

4. 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:

4.1. 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.

Elements of a Tourism Poem:

1. **Description of the setting:** The poem should provide a vivid description of the place, including its natural features, landmarks, and cultural elements.
2. **Emotions and feelings:** The poem should express the emotions and feelings that the place evokes in the writer, such as wonder, awe, peace, joy, or nostalgia.
3. **Personal anecdotes:** The poem can include personal anecdotes or stories that give a sense of the writer's experiences and observations while in the place.
4. **Imagery:** The poem should use descriptive language and imagery to create a mental picture of the place for the reader.
5. **Figurative language:** The use of figurative language, like similes and metaphors, can help to create a sense of the place, and to convey the emotions and feelings evoked by the place.
6. **Cultural references:** include reference to the culture, history, and folklore of the place, to help the reader understand the place better.
7. **Personal reflection:** the poem can express the writer's personal reflection on the experience and the place.
8. **Call to action:** the poem can be a call to action to explore the place or to appreciate it more.

Entry Requirements:

- High Schools offering tourism as a subject in KwaZulu-Natal
- Competition only open to Grade 10 Tourism Learners
- 1 entry per category per school

- Competition is open from the **01st August 2023 closing on the 31st October 2023.**

Competition Rules:

- Complete the iNgakithi Tourism Schools Competition entry form.
- Write a poem and record yourself reciting your poem.
- 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 recital recording no longer than 2-minutes.
- 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 entries should be submitted electronically to iNgakithiTSC@kznedtea.gov.za and only electronic entries will be accepted.

Submission Deadline: 31st October 2023 @ 16H00

4.2. 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.

Elements of a Tourism Photograph:

1. Composition – The photograph should be composed in a way that showcases the main subject and draws the viewer's eye to the most important elements of the scene.
2. Lighting – The photograph should be lit in a way that creates a sense of atmosphere and mood, and highlights the main subject.
3. Perspective – The photograph should be shot from a perspective that provides a sense of scale and context, and that gives the viewer a sense of what it's like to be in the place.
4. People – People can add a sense of scale and context to the photograph and also adds human interest.
5. Colours – The photograph should be shot in a way that captures the vibrant colours of the place, and that creates a sense of atmosphere and mood.
6. Timing – Capturing the scene at the right time of the day (such as sunset or sunrise) can add a unique ambiance to the photograph.
7. A landmark – Capturing iconic or recognisable landmarks of the place, helps to identify the place and adds a sense of context to the photograph.
8. Activity – Capturing people engaging in an activity, such as hiking, swimming, or dancing, can add a sense of life and movement to the photograph.
9. Storytelling – The photograph should tell a story about the place, the people, and the culture, and should convey the essence of the destination.

Entry Requirements:

- High Schools offering tourism as a subject in KwaZulu-Natal
- Competition only open to Grade 10 Tourism Learners
- 1 entry per category per school
- Competition is open from the **01st August 2023 closing on the 31st October 2023.**

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 entries should be submitted electronically to iNgakithiTSC@kznedtea.gov.za and only electronic entries will be accepted.

Submission Deadline: 31st October 2023 @ 16H00

4.3. GUIDELINES - iNGAKITHI TOURISM RESEARCH COMPETITION (1-Day Itinerary)

Tourism as a subject involves practical work that requires learners to be stimulated and challenged at all 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 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 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.

Elements of a Tourism Itinerary:

1. Start and end time – The itinerary should include start and end time of the trip, as well as the specific arrival and departure times.
2. Destinations – The itinerary should list all of the destinations that will be visited during the day, including the name of the city/town/location, name of the attraction, and the address.
3. Transportation – The itinerary should include information about the transportation that will be used to get to and from each destination, such as public transport, rental cars, self-drive, or chartered vehicles.
4. Activities – The itinerary should include information about the activities that will be done during the day, including tours, excursions, and other planned events.
5. Meals – The itinerary should include information about the meals that will be provided during the day, including the type of meal, the location, and the time.
6. Emergency contact – The itinerary should include contact information for the tour operator or travel agent in case of emergency.
7. Packing list – The itinerary should include a list of things that the participant should bring for the day.

Entry Requirements:

- High Schools offering tourism as a subject in KwaZulu-Natal
- Competition only open to Grade 11 Tourism Learners
- 1 entry per category per school
- Competition is open from the **01st August 2023 closing on the 31st October 2023.**

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 entries should be submitted electronically to iNgakithiTSC@kznedtea.gov.za and only electronic entries will be accepted.

Submission Deadline: 31st October 2023 @ 16H00

INGAKITHI TOURISM SCHOOLS COMPETITION





INGAKITHI TOURISM SCHOOLS COMPETITION - ENTRY FORM 2023	
UNWTO TOURISM DAY 2023 - THEME: "Tourism and Green Investments"	
Tick the relevant entry category: <input type="checkbox"/> iNgakithi Tourism Poem Competition <input type="checkbox"/> iNgakithi Tourism Photograph & Write-Up Competition <input type="checkbox"/> iNgakithi Tourism Research Competition	
Name of your District:	Name where your school is located: Municipality - Town/City - Location - Ward -
Name of School:	Name of School Principal:
Contact Details of the School: Address: Tel/Cell Number: Email Address:	Name of Tourism Educator: Cell Number: Email Address:
Name & Surname of Tourism Learner:	Grade:
Name of Guardian:	Learner/Guardian Cell Number:

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.

Signature of Learner:	Signature of Educator:
Date:	Date:

Please email your entry form and related submissions to:

Email: iNgakithiTSC@kznedtea.gov.za on or before the **31st October 2023**

Date Received by Edtea:	Entry Number:
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