



KWAZULU-NATAL PROVINCE

ECONOMIC DEVELOPMENT, TOURISM
AND ENVIRONMENTAL AFFAIRS
REPUBLIC OF SOUTH AFRICA

iNgakithi Tourism Schools
Competition 2024

Competition Information Pack &
Guidelines

Tourism Education & Awareness

iNGAKITHI TOURISM SCHOOLS COMPETITION

1. INTRODUCTION

KwaZulu-Natal is affectionately known as The Kingdom of the Zulu and is a kaleidoscope of liveliness demonstrated by the diversity in its beauty. As people of KwaZulu-Natal we take pride in our heritage, our culture, our languages, and of course our neighbourhoods. We have coined various ways of making reference to our neighbourhoods e.g. eKasi Lami, iNgakithi, eLokshini, Eroundini, My Hood, Emakhaya, Endabukweni and Ngasekhaya just to name a few.

It is this pride that drives the concept of iNgakithi Tourism Schools Competition that 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 tourism learners in schools that offer tourism as a subject to enter the competition.

2. OBJECTIVES OF THE COMPETITION

- To encourage learners to develop research, writing and oral advocacy skills
- To provide learners an opportunity to conduct research in their neighbourhoods
- To discover hidden gems in our own backyard thus promoting domestic tourism
- To celebrate the culinary diversity of our neighbourhoods
- As a build-up to the expo, this is a way to entice learners who will be attending the expo.

3. COMPETITION THEME - UNWTO TOURISM DAY 2024

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 and Peace”

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.

The pursuit of peace is a continuing endeavour, and progress through tourism is more relevant than ever. Tourism can play a vital role as a catalyst for fostering peace and understanding between nations and cultures and in supporting reconciliation processes. Moreover, tourism is clearly linked to the building blocks of peace such as social justice, human rights, economic equity, sustainable development, and broad-based democracy with the capability of non-violent conflict resolution. Tourism’s biggest strength, besides being an economic powerhouse, brings people together in non-adversarial circumstances. Tourism has the potential to contribute to peace in many ways and these need to be appropriately explored and assessed. Tourism as an instrument for peace needs to be peace-sensitive and needs to be understood from both- the suppliers and consumer’s side- not as an isolated peace strategy, but as part of social transformation towards a culture of peace. A peace-sensitive tourism is aware of the economic and social forces and thus social responsibility. It aims to contribute within the limits of the opportunities but aware of the power of alliances to the democratisation of society, of international relations and of the world system as such.

Moreover, tourism provides a fertile ground for innovation and entrepreneurship. By encouraging creative solutions and new business models, tourism can drive economic growth and provide unique opportunities for young talent. Supporting entrepreneurial initiatives in tourism can lead to sustainable development and create platforms for innovative peacebuilding strategies. The future of tourism lies in the hands of young people. By investing in youth, providing education and training opportunities, and encouraging their active participation in the tourism sector, we can harness their potential to drive social change and promote peace. Young talent brings fresh perspectives, creativity, and energy that are essential for the continuous evolution of tourism as a force for good. World Tourism Day 2024 aims to explore the intersection of tourism and peacebuilding, highlighting how travel, cultural exchange and sustainable tourism practices can contribute to conflict resolution, reconciliation, and the promotion of peace worldwide.

<https://www.unwto.org/events/world-tourism-day-2024>

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 PUBLIC SPEAKING COMPETITION

Public speaking is a critical skill for tourism learners, especially those in KwaZulu-Natal, where tourism plays a vital role in the economy, culture, and heritage. Effective communication is at the heart of the tourism industry, and the ability to present ideas clearly and persuasively is essential for those who wish to succeed in this dynamic sector.

The Public Speaking category is designed to encourage learners to develop their skills to inform, persuade, entertain, build confidence, and the ability to communicate ideas effectively about tourism in KwaZulu-Natal. Learners will also strengthen and sharpen their research capabilities which is what is needed in the tourism industry.

Learners will be expected to develop and present an itinerary of activities that visitors and tourists can enjoy whilst visiting their neighbourhood. The presentation should also include pictures of the places and attractions mentioned in the itinerary.

Elements of Public Speaking:

1. **Content:** The presentation should be well-researched, relevant to the tourism industry, and should clearly address the assigned topic. The speaker should present accurate and compelling information.
2. **Structure:** The presentation should have a clear and logical structure, including an introduction, body, and conclusion. The flow of ideas should be coherent and easy for the audience to follow.
3. **Delivery:** The presenter's tone, pace, and articulation should be appropriate and engaging. The use of body language, eye contact, and facial expressions should complement the spoken word.
4. **Audience Engagement:** The presenter should aim to connect with the audience, keeping them interested and involved in the presentation. The use of rhetorical questions, anecdotes, and examples can enhance engagement.

5. Confidence and Presence: The presenter should demonstrate confidence in their delivery, maintaining a strong presence on stage or in front of the camera. This includes a clear voice, steady posture, and minimal use of filler words.
6. Time Management: The presentation should be within the allocated time limit, neither too short nor too long. Effective time management shows preparedness and respect for the audience's time.

Entry Requirements:

- Province of KwaZulu-Natal
- Competition only open to Grade 10 Tourism Learners
- 1 entry per category per school
- Competition is open from the **28th October 2024 closing on the 29th November 2024.**

Competition Rules:

- Complete the iNgakithi Tourism Schools Competition entry form.
- Submit a copy of the itinerary in a presentation format.
- Submit a video of the learner presenting the itinerary in a form of story-telling. The video must be shot using a cell phone with very clear lighting and great sound.
- Each video should not be longer than 10 minutes.
- All entries should be submitted electronically to iNgakithiTSC@kznedtea.gov.za and only electronic entries will be accepted.

Submission Deadline: 29th November 2024 @ 16H00

4.2. 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:

- Province of KwaZulu-Natal
- Competition only open to Grade 11 Tourism Learners
- 1 entry per category per school
- Competition is open from the **28th October 2024 closing on the 29th November 2024.**

Competition Rules:

- Complete the iNgakithi Tourism Schools Competition entry form.
- 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 or isiZulu.
- A recital recording no longer than 3 minutes.

- Prepare and submit a typed 100 – 200 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: 29th November 2024 @ 16H00

4.3. GUIDELINES - iNGAKITHI CULINARY COMPETITION

iNgakithi Culinary category is a celebration of KwaZulu-Natal culinary heritage and innovation. This category invites hospitality learners to showcase their skills by creating dishes that reflect the rich and diverse flavours of their local cuisine. Participants will have the opportunity to highlight their creativity, use of local ingredients, and sustainable practices.

Learners will be expected to plan and prepare an economical and sustainable three course menu and meal for tourists visiting their specific region incorporating typical dishes/cuisine that distinguishes your region/area from other areas. Learners should include some background history on the dishes and the applicable culture that was selected for inspiration to be submitted in a form of a video.

Get ready to take us on a culinary journey.

Criterion for Participation:

The school is responsible for purchasing and providing ingredients, for a value not exceeding R 300.00, required to prepare the main course for the competition. The province will retain evidence of all invoices for purchasing of the ingredients. The school will be responsible for ensuring that learners are allowed to use the school premises and hospitality facilities to prepare their entries.

The judging of the shortlisted entries will take place during the Tourism Entrepreneurship Careers Expo (TECE) event which takes place in February. Cooking skills will be demonstrated live during the

event as learners will be given 120 mins to prepare their three courses of the set menu, plate, and serve for two guests. One plate will be used for the judging process and the second plate will be put on display together with the menu. All participants will use the same crockery and cutlery. Plain white plates and normal knives and forks will be provided.

Learners are expected to do a small presentation on their table and may add items of their own choice to give more meaning to the selected theme. Learners can bring additional equipment to enhance their plating and presentation of the prepared dish(es).

Learners will not be allowed to change their original menus on judging day.

Elements of the culinary competition:

1. Theme and Concept: Each entry must adhere to the theme of the competition, showcasing traditional and innovative culinary techniques.
2. Ingredients: Use of local and seasonal ingredients is encouraged. Participants should highlight the uniqueness of their neighbourhood's and local cuisine.
3. Presentation: Dishes should be presented in a visually appealing manner, reflecting creativity and attention to detail.
4. Taste and Flavour: The balance of flavours, seasoning, and overall taste will be a critical judging criterion.
5. Sustainability: Consideration of sustainable practices in sourcing and preparation of ingredients.

Entry Requirements:

- Province of KwaZulu-Natal
- Competition only open to Grade 11 Hospitality Learners
- 1 entry per category per school
- Competition is open from the **28th October 2024 closing on the 29th November 2024.**

Competition Rules:

- Complete the iNgakithi Tourism Schools Competition entry form
- Use your cell phone camera to prepare a vlog of the menu planning, cooking skills demonstration and the final three course meal.
- Submit one (1) digital video of up to 5 minutes.



- On a separate file submit a copy of the menu and a write up on the history, and how the theme was used as an inspiration for the chosen dishes.
- All entries should be submitted electronically to iNgakithiTSC@kznedtea.gov.za and only electronic entries will be accepted.

Submission Deadline: 29th November 2024 @ 16H00

Disclaimer: The KwaZulu-Natal Department of Economic Development, Tourism and Environmental Affairs will enter into correspondence with successful entrants and where there has not been any correspondence with the school until February 2025, please regarding the entry as unsuccessful.





iNGAKITHI TOURISM SCHOOLS COMPETITION - ENTRY FORM 2024/25

UNWTO TOURISM DAY 2024 - THEME: "Tourism and Peace"

Tick the relevant entry category:

- iNgakithi Tourism Public Speaking Competition
- iNgakithi Tourism Poem Competition
- iNgakithi Culinary 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:	Name of Tourism Educator: Cell Number: Email Address:
Name & Surname of Tourism Learner: Gender:	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 videos, pictures, poem, menu 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 **29th November 2024**

Date Received by Edtea:	Entry Number:
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