



edtea

Department :

Economic Development, Tourism and
Environmental Affairs

PROVINCE OF KWAZULU-NATAL



education

Department:

Education

PROVINCE OF KWAZULU-NATAL

Tourism Entrepreneurship Careers Expo 2016

29th February to 04th March 2016

Newcastle Show Hall



Table of Contents

ACKNOWLEDGEMENTS	4
INTRODUCTION	7
EXECUTIVE SUMMARY	7
THE PURPOSE OF THE EXPO	9
WHY THE CAREER EXPO	10
TARGET GROUP	12
PROJECT PLAN	12
DATE OF EVENT	13
FORMAT OF EVENT	13
VENUE SELECTION	14
LEARNER RECRUITMENT	15
LEARNER REGISTRATION	15
LEARNERS FLOW CHART/SCHEDULE	16
EXHIBITORS RECRUITMENT	16
EDUCATORS SEMINARS	20
PROJECT TARGET	21
CATERING	



Marshals catering.....	22
Educators catering	22
Exhibitors catering.....	22
SECURITY AND RISK MANAGEMENT	22
CONCLUSION.....	23



ACKNOWLEDGEMENTS

The Department of Economic Development, Tourism and Environmental Affairs would like to express appreciation to the following stakeholders who played a role in making this event a success:

- KwaZulu-Natal Ezemvelo Wildlife
- Department of Economic Development, Tourism and Environmental Affairs
- Small Enterprise Development Agency
- Ithala Limited
- Loli`s B&B
- Black Rock Tsogo sun
- Transnat
- Newcastle local municipality
- Amajuba district municipality
- Berea Tech
- University of South Africa
- University of Western Cape
- Boston College



- Amajuba TVET
- Tshwane university of Technology
- University o KZN
- Mangosuthu TECH
- Management College of Southern Africa(MANCOSA)
- Arcelomital
- Milpark
- Regent College
- Independent Computer Education in South Africa
- Mnambithi TVET College
- Damelin College
- Universal College
- CEDARA
- Owen Sithole College of Agriculture
- Oval College
- Richfield College
- Gateway College
- Durban University of Technology



- Durnacol Skills Innovations Hub
- Love life
- Water and Sanitation
- Department of Correctional Services
- Department of Health
- Department of Justice
- Social Development
- Traffic Department
- Emergency Rescue Services
- South African Institute of Chartered Accountants (SAICA)
- STI College
- Springfield College
- Vaal University of Technology
- Manufacturing, Engineering and related service SETA (MERSETA)



INTRODUCTION

The Department of Economic Development, Tourism and Environmental Affairs (EDTEA), the Department of Education (Amajuba District), Amajuba District Municipality and Newcastle Local Municipality collaborated to host the 2015/2016 Tourism and Entrepreneurship Careers Expo (TECE) which was held under Amajuba District at Newcastle Show Hall. The careers expo is hosted in line with the National Tourism Sector Strategy and the KwaZulu Natal Tourism Master Plan which stipulates that, one of the key actions is to improve the negative perception that matriculants have towards the career in the tourism industry.

This interactive exhibition is designed to showcase and highlight various career opportunities available in different sectors in order for matriculants to make informed career decisions. This is an annual event hosted at the provincial level targeting high school learners, unemployed graduates, as well as TVET/University students who are residing within a specific District, and the focus for this expo was Amajuba District. The expo officially commenced on the 29th February 2016 and ended on the 04th March 2016 providing a platform of interaction for all learners, students, graduates, educators and lectures who attended the expo.

EXECUTIVE SUMMARY

According to the National Tourism Sector Strategy, tourism is the fastest growing sector of South Africa's economy and it forms part of the government's New Growth Path, as one of the six (6) priority economic drivers of reducing poverty and creating



employment. The South African National Tourism Sector Strategy has set a target to create 225 000 jobs by the year 2020 through tourism. Even though tourism is one of the main contributors to the South African economy the sector is experiencing major skills shortage and gaps. Some of the current facts in the basic schooling scenario are that of the 70% school leavers intending to study only 9% consider tourism as a career choice. Tourism is seen to be an unattractive and poor paying career choice with a lack of progression and limited opportunities.

This is why it is critical to profile existing professions through the various in-school systems meant to assist learners in making the right choices for their future such as career guidance. Career guidance involves services intended to assist individuals, of any age and at any point throughout their lives, to make educational and occupational choices and manage their careers. Furthermore, career guidance is important for supporting economic efficiency and the functioning of the labour market.

The expo provides a platform to engage stakeholders and align them to the same objectives in showcasing available tourism careers, entrepreneurship and job creation opportunities. Further to the exhibition, a programme that delivered activities, workshops and seminars of interest and relevance to a variety of stakeholders over the two days, with a special focus on educators and unemployed graduates was been developed and well implemented.



THE PURPOSE OF THE EXPO

There are a number of government programmes focusing on youth entrepreneurship and career development which are implemented throughout the Province. There are also a number of careers exhibitors or expos being held in the Province, however there is a need to focus on Tourism as one of the key economic pillars and as the highest growing sector that provide employment and entrepreneurship opportunities for the youth. The Tourism and Entrepreneurship Careers Expo main focus is facilitating interaction between the youth and relevant industry stakeholders and it is also a way to highlight the training and employment opportunities available to the youth within the sector.

The purpose of the Careers would thus be to:

- Create increased awareness of career opportunities in the tourism sector
- Create awareness of the realities of the tourism industry as part of the service sector.
- Expose tourism educators, learners and unemployed youth to the tourism industry.
- Provide a platform that will enable potential employers to meet potential future employees.
- Communicate bursaries, Learnerships and employment opportunities in the sector
- Ensure that all relevant stakeholders and beneficiaries actively participate in advising on the processes pertaining to the implementation of the project
- Ensure that stakeholders are informed and constantly updated about the project. In that way stakeholders will be able to



answer questions and deal with queries about the project from any interested and affected party

- Give guidance, monitor, evaluate and manage the service provider.

The District Tourism Careers Expo packages and delivers information while ensuring tangible benefits to the youth.



WHY THE CAREER EXPO

Even though tourism is one of the main contributors to the economy, the sector is experiencing skills shortages and gaps: Some



Research shows the following negative perceptions that:

- 70% of school leavers who intend to study further – only 9% consider tourism as an option;
- Tourism is seen to be unattractive and not paying well
- It is said to be with no benefits
- It lacks of career progression
- Lacks of industry recognition and respect
- Tourism lacks professionalism of the discipline (ranking)
- Has limited opportunities for internships, placements and employment

There is also a debate around how matric results could be improved in South Africa but this often excludes the issue of career guidance. Without career guidance, some matriculants will not be able to make informed choices when it comes to their future career paths. There has been an outcry that learners in the rural areas are not getting similar exposure as learners in urban areas this result in learners not being able to make informed career decisions due to lack of information. The expo is also a platform to further encourage private and public companies and organisations to develop and offer career guidance and financial assistance such as bursaries, Learnership, internships and study loans to learners. Staging a successful expo will therefore deal with these negative perceptions and cause a change of mind-set among young people of South Africa.



The expo will assist in addressing the negative perceptions as highlighted by both the National Tourism Sector Strategy and the KZN Tourism Master Plan. It is also a platform to educate the youth about the importance of tourism and its cascading effects in our economy.

TARGET GROUP

- High School Learners within Amajuba District
- FET College Students within Amajuba District
- Out of School Youth
- Unemployed Youth
- Unemployed Tourism and Hospitality Graduates
- Tourism Educators & Tourism Lectures
- General Public

PROJECT PLAN

The expo was planned and managed by the Department of Economic Development, Tourism and Environmental Affairs in partnership with the Department of Education (Amajuba District), Amajuba District Municipality, and Newcastle Local Municipality. The role of the committee was to support the project plans, and act as an advisory committee and coordinate tasks as and when required to do so by the Department.



The Newcastle show hall was sponsored by Newcastle Local Municipality as a suitable venue to stage the expo. The Department of Education was responsible for all recruitment and mobilisation of attendees, the Department (EDTEA) was responsible for providing guidance and strategic direction to the partners. The Department was also responsible for sourcing bulk of the services that made the expo a success, such as all technical services, exhibition stands and catering for marshals and the seminars.

DATE OF EVENT

29 February 2016 to the 04th March 2016

FORMAT OF EVENT

A five-day event commencing with an official opening ceremony, the first day had two slots and from Tuesday to Thursday there were three slots and on Friday there were two slots. The expo was officially opened by the mayor of Newcastle local municipality, the Honourable **Mayor Afzul Rehman** in his address he requested young people to seize the opportunities that Government is availing to the youth. The ceremony consisted of cordial speeches presented by representatives from various organizations who expressed their support towards this event. The speakers included the following officials:

- Mr. ME Kheswa Acting Director from EDTEA,
- Mr. RE Khuzwayo Chief Education Specialist from DoE Curriculum section
- Mr. J Peters Chairperson of the Community Tourism Organisation in Newcastle local municipality.





VENUE SELECTION

This expo focused mainly on Amajuba District; hence, the venue selected was based on location, accessibility to the public as well as its carrying capacity. Consequently, Newcastle Show Hall was selected as an ideal venue to host this event.



The venue was able to provide an exhibition hall, seminar rooms, cleaning services, emergency services, sufficient toilets, parking area, opening ceremony/ induction hall and it was big enough to stage such an event. Learners were inducted / oriented before moving into the main hall where different organisations were exhibiting their services. All exhibitors were given an opportunity to induct the learners and this was spread evenly over the five days. Inside the exhibition hall each exhibitor got an opportunity to share with participants the different services that they offer and how it could benefit participants in the near future. Different career paths were explained and learners were given an opportunity to engage exhibitors and ask them questions on their services.

LEARNER RECRUITMENT

A circular was issued and circulated by the Department of Education (Amajuba District office) to all schools and the target audiences were grade 12 learners across the District. Bookings were then made by educators through the District office (DoE) providing the number of learners and teachers as well as the date in which the school wished to attend this event.

LEARNER REGISTRATION

A registration desk for the purposes of obtaining schools and educators information and a database was set up, 3 officials were assigned to this station, with the assistance of EDTEA team members.



LEARNERS FLOW CHART/SCHEDULE

A learner flow chart was developed to manage the learner intake per session. The flow chart ensured that all learners were exposed to all activities at the expo; each day consisted of 3 sessions, except for the first day and the last day which had two sessions.

EXHIBITORS RECRUITMENT

Invitations to exhibit during the expo were sent out to various stakeholders and confirmations were received from the following exhibitors:



EXHIBITOR	SUB-SECTOR
SECTOR DEPARTMENT	
1. Department of Economic Development, Tourism and Environmental Affairs (EDTEA) 2. Water and Sanitation 3. Department of Correctional Services 4. Department of Health 5. Department of Justice 6. Social Development 7. Traffic Department 8. Emergency Rescue Services (Department of Health)	Sector Department
MUNICIPALITIES	
9. Amajuba district municipality 10. Newcastle local municipality	Municipalities
PUBLIC ENTITIES	



11.KwaZulu-Natal Ezemvelo Wildlife 12.Small Enterprise Development Agency 13.Ithala Limited 14.Love life 15.SAICA	Public Entity
ACCOMMODATION	
16.Loli1s B&B 17.Black Rock Tsogo sun	Accommodation
TRANSPORT	
18.Transnat 19.Europcar Rental	
ENTREPRENUERSHIP	
20.Arcelomital 21.Durnacol Skills Innovations Hub	
TERTIARY INSTITUTIONS	



22. Berea Tech
 23. UNISA
 24. Boston College
 25. Amajuba TVET
 26. Tshwane university of Technology
 27. University o KZN
 28. Mangosuthu TECH
 29. MANCOSA
 30. Milpark
 31. Regent College
 32. ICESA
 33. Mnambithi TVET College
 34. Damelin College
 35. Universal College
 36. Owen Sithole College of Agriculture
 37. Oval College
 38. Richfield College
 39. Gateway College
 40. CEDARA
 41. Durban University of Technology
 42. STI College
 43. Springfield College
 44. Vaal University of Technology
 45. MERSETA



EXHIBITION HALL

Private and Public sector companies exhibited at the expo providing information, edutainment experience, and career guidance to the youth.

EDUCATORS SEMINARS

The educator's seminars were aimed at developing and empowering educators for the purposes of training and guiding learners in the various tourism/travel and hospitality career streams. The educator's seminars were targeting tourism educators from the district. These were conducted on the 02nd & 03rd March 2016 and about 40 educators attended the seminars over the two days. Educators were up skilled on the following topics:

- Foreign Market Share and factors contributing to the success of Tourism attractions;
- Time Zones (FOREX)
- Three pillars of sustainable tourism and responsible tourism
- Professional image in the tourism industry

Educators were up skilled on the above topics which forms part of the Curriculum and Assessment Policy Statement (CAPS) syllabus.



PROJECT TARGET

The expo was targeting **68** schools within the district and 8000 participants, in total **61** schools and **7585** learners attended the expo.



CATERING

Marshals catering

Lunch was provided to marshals who were assisting with the learner flow during the expo. This was in a form of a packed lunch. Each marshal was provided with a meal ticket, which was then used to redeem the lunch pack.

Educators catering

Lunch was also provided for all educators at the end of each educator seminar session; this was in a form of a packed lunch.

Exhibitors catering

Lunch was also provided for all exhibitors, this was in a form of a packed lunch.

SECURITY AND RISK MANAGEMENT

Like any event, there are risks involved. In the event the disaster management, SAPS & EMRS were on site to ensure the safety of everyone present at this event.

The necessary safety plan was developed by Amajuba District safety officer and the necessary public disclaimer was made visible so that all participants were aware of it, EMRS was on stand-by for the duration of the event.



CHALLENGES, SUCCESSES AND RECOMMENDATIONS

Challenges encountered during and after the expo include:

- Some Exhibitors who had initially confirmed participation in the event did not attend, nor send their cancellations
- The transport for some schools did not arrive on time, resulting in some schools leaving the exhibition venue late

CONCLUSION

The Careers Expo was successfully executed and delivered by the Tourism Development team in partnership with the the Department of Education (Amajuba District), Amajuba District Municipality and Newcastle Local Municipality. The expo is aligned to the National Skills Development Strategy because its special emphasis and focus is on providing career guidance. The expo brand is fun, interactive and promotes tourism as a career of choice.

The learners were excited and eager to be part of the careers expo, and engaged the speakers and exhibitors on many levels. Speakers and exhibitors were encouraging and portrayed a good professional image over the 5 days. Tourism Educators who attended the seminar indicated that they found it stimulating and educational covering numerous topics of interest to them and relevant to their CAPS curriculum. The exhibitors felt that learners were really engaging with their stands and products and offered a variety of industry prospects.



However the following recommendations should be considered in order to present a more successful event execution in future:

- ✓ Early appointment of the service provide (event management team)so that all supporting services could be concluded on time
- ✓ Expand the target audience to include grade 9 learners and career guidance educators
- ✓ The selected venue should offer all required services and facilities.

The careers expo is not just about creating hype about tourism but hoped it will form a permanent event within the EDTEA Events of calendar.

This report was compiled by tourism officials who coordinate the implementation of the programme on behalf of the Department Ms Nosipho Mbanjwa who is the Assistant Director and Ms Sithembiso Mbatha who is the Senior Tourism Practitioner.

