



edtea

Department :

Economic Development, Tourism and
Environmental Affairs

PROVINCE OF KWAZULU-NATAL



education

Department:

Education

PROVINCE OF KWAZULU-NATAL

Tourism Entrepreneurship Careers Expo 2016

12 April 2016 to 13 April 2016

Durban Exhibition Center



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- Durban Tourism
- Ezemvelo KwaZulu-Natal Wildlife
- KwaZulu-Natal Sharks Board
- KwaZulu-Natal Tourism
- Small Enterprise Development Agency
- Ithala Limited
- National Youth Development Agency
- Elangeni TVET College
- University o KwaZulu-Natal
- Durban University of Technology
- University of Zululand
- Zen Africa Chef Academy
- uShaka Marine World
- SBRM Tours
- Misty Blue Hotel training school

- Wildlife and Environment Society of South Africa (WESSA)
- KwaZulu-Natal iMbizo
- Department of Home Affairs

INTRODUCTION

The Department of Economic Development, Tourism and Environmental Affairs (EDTEA), the Department of Education (eThekweni District) and eThekweni Metro represented by Durban Tourism collaborated to host the Tourism Entrepreneurship Careers Expo (TECE) which was held at Durban Exhibition Center. 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 eThekweni Metro. The expo officially commenced on the 12th April 2016 and ended on the 13th April 2016 providing a platform of interaction for all learners, students, graduates, educators, general public 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 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 Tourism Entrepreneurship 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 (eThekweni District) and eThekweni Metro represented. 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 Durban Exhibition Centre was selected as a suitable venue to stage the careers expo and Durban Tourism was responsible for sourcing the venue.

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

12 April 2016 to the 13 April 2016

FORMAT OF EVENT

A two-day event commencing with an official opening ceremony, the first day had two slots and the last day had three slots. The expo was officially opened by the Honorable MEC Mr. **Michael Mabuyakhulu** in his address he requested young people to seize the opportunities that Government is availing to the youth. The opening ceremony consisted of cordial speeches

presented by representatives from various organizations who expressed their support towards this event. The speakers included the following officials:

- Cllr L. Naidoo from eThekweni Metro
- Dr. Nzama from DoE Curriculum section
- Ms. J Nhleko from Project Enza
- Ms. N Ngozi from the National Department of Tourism
- Mr. P Moodley from Durban Tourism

VENUE SELECTION

This expo focused mainly on eThekweni Metro; hence, the venue selected was based on location, accessibility to the public as well as its carrying capacity. Consequently, the Durban Exhibition Center 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. Learners were inducted daily over the two 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 with exhibitors and ask them questions about their organisations and services.

LEARNER RECRUITMENT

A circular was issued and circulated by the Department of Education Provincial office to all schools and the target audience were grade 10 -12 learners across the eThekweni. Bookings were then made by educators through the EDTEA's, they were required to provide 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 educator's information and a database was set up, 3 officials were assigned to this station and there were all 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 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	
Department of Economic Development, Tourism and Environmental Affairs (EDTEA) Department of Home Affairs Independent Electoral Commission (IEC)	Sector Department
MUNICIPALITIES	
eThekweni Metro represented by Durban Tourism	Municipalities
PUBLIC ENTITIES	
KwaZulu-Natal Ezemvelo Wildlife Small Enterprise Development Agency (SEDA) Ithala Limited uShaka Marine World	Public Entity
ENTREPRENUERSHIP	

<p>National Youth Development Agency (NYDA)</p> <p>KwaZulu-Natal Sharks Board</p> <p>Tourism KwaZulu-Natal (TKZN)</p> <p>KwaZulu-Natal Museum (Muhle Museum)</p> <p>KwaZulu-Natal Musical Imbizo</p> <p>Wildlife and Environment Society of South Africa (WESSA)</p>	
TERTIARY INSTITUTIONS	
<p>University o KwaZulu-Natal (UKZN)</p> <p>Durban University of Technology (DUT)</p> <p>University of Zululand (UZ)</p> <p>Elangeni TVET College</p> <p>Misty Blue Hotel training school</p> <p>Zen Africa Chef Academy</p> <p>Education Training Authority (ETA)</p>	

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 over the two days and about **65** educators attended the seminars over the two days. On the 12th – 13th of April 2016 the Tourism Entrepreneurship and Careers Expo was held at the Durban Exhibition Centre. The Expo was divided into different sessions, which included various exhibitors showcasing their respective organisations to learners as well as an educator's seminar.

The Educator's seminar was divided into three sessions (one session on the first day and two sessions on the second day). The purpose of the seminar was to give insight and updates on the ever so changing tourism issues as well as cover problematic area within Curriculum and Assessment Policy Statement (CAPS) curricula. The seminar had various presenters from Economic Development Tourism Environmental Affairs (EDTEA), KZN Sharks board, The National Department of Tourism (NDT), Tourism KwaZulu-Natal, Clemont and KwaDabeka Community Tourism Organisation (CTO) member and the Head of Department of Tourism from Clarewood Secondary School. The presentations included the following;

- The Three Pillars Sustainable Tourism

- Coastal and Marine Tourism
- Tourism opportunities within the industry (SMME)
- World Heritage Sites and Cultural and Heritage Tourism
- Times Zones

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

UNEMPLOYED GRADUATES SEMINARS

The overall aim of the workshop or the unemployed graduates is to better equip them for the work environment and this is achieved through seminars where focus is on preparing for an interviews, CV writing and an understanding of the different policies that governs the sector as well as the different career opportunities that can be explored within the tourism sector. Organisations such as SEDA and NYDA also shared programmes that the youth or unemployed graduates could tap into as entrepreneurs. Basically the sub-directorate facilitates the provision of tourism education and awareness which has a magnificent contribution to address the level of skills and knowledge at school and tertiary education levels.

PROJECT TARGET

The expo was targeting schools within the eThekweni Metro that offer Tourism and Hospitality as a subject, in total **1918** learners attended the expo.

CATERING

Learners and student catering

Lunch was provided to all learners and students that attended the expo. This was in a form of a packed lunch. Each learner / student 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. EDTEA's Security Management were also responsible for safety & security throughout the expo.

The necessary safety plan was developed 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 and eThekwin Metro represented by Durban Tourism. 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 S Mbatha who is the Tourism Practitioner.