

2025/26

# Ingakithi Tourism Schools Competition

## INGAKITHI TOURISM SCHOOLS COMPETITION

2025/2026 FINANCIAL YEAR COMPETITION INFORMATION PACK &  
GUIDELINES

TOURISM DEVELOPMENT: - TOURISM EDUCATION & AWARENESS

KZNEDTEA

[www.kznedtea.gov.za](http://www.kznedtea.gov.za)

## **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 grade 10 and 11 learners in schools that offer Tourism, Hospitality, and Consumer Studies 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 and making healthy lifestyle choices
- 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 2025**

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.

The 2025 iNgakithi Tourism Schools Competition aligns directly with the UNWTO World Tourism Day theme: ***"Tourism & Sustainable Transformation"***, spotlighting tourism's critical role in addressing global challenges like climate change, social equity, and economic resilience.

#### **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 – GRADE 10 TOURISM - DRAWING CATEGORY**

The Drawing Category is designed to encourage learners to discover and promote lesser-known tourism attractions in their local areas – "hidden gems"- through visual storytelling and basic tourism research in KwaZulu-Natal. This activity fosters place-based learning, research, creativity, and community pride.

Learners will be expected to identify a hidden gem in their community (e.g. natural site, historical building, cultural activity, local craft tradition, or unique local service). The learners will be expected to conduct basic research to understand its significance, current use, and tourism potential. Learners must create a drawing that visually represents the hidden gem in an appealing way. Finally, learners are expected to write

short motivation explaining why they have chosen this hidden gem, what makes it unique, and how it could be promoted for sustainable tourism.

### **Elements of the Drawing:**

1. Title of Artwork: A unique title that captures the identity or story of the hidden gem being illustrated.
2. Identified Hidden Gem: A lesser-known tourism attraction, cultural site, event, activity, or local product/service within the learner's community.
3. Drawing (Visual Representation): A detailed, creative original drawing of the chosen hidden gem. Learners may use a pencil, coloured pencils, crayons, charcoal, ink, watercolours, or mixed media. Learners are encouraged to use unframed A3 paper.
4. Research & Written Motivation: Learners must conduct basic research on the chosen hidden gem through speaking to locals, elders, or tourist guides. Learners are also encouraged to visit the site to gather information and also use local libraries, museums, and online resources. Learners must write a 100-150 words, typed/handwritten, clear, concise explanation accompanying the drawing which includes why the learner chose the hidden gem, historical/cultural significance, and its potential to attract tourists to benefit the local economy.
5. Labelling: The back of the artwork must include the learner's full name, school name, district & local municipality, subject teacher name, grade.

### **Entry Requirements:**

- Province of KwaZulu-Natal
- Competition only open to Grade 10 Tourism Learners
- 3 entries per category per school
- Competition is closing on the **30th September 2025**.

### **Competition Rules:**

- Complete the iNgakithi Tourism Schools Competition entry form.
- Submit a copy of an original drawing on an unframed A3 sized paper.

- Submit a written motivation of 100-150 words, typed or handwritten.
- All drawing entries may be scanned or clear pictures taken using cell phone cameras to ensure clarity & quality. Original drawings to be kept safe as they will be physically submitted if entry is shortlisted as a finalist.
- All entries should be submitted electronically to iNgakithiTSC@kznedtea.gov.za and only electronic entries will be accepted.
- Entries can also be submitted to Subject Advisors before the 15<sup>th</sup> September 2025.
- Alternatively, those who have challenges can submit their entries to EDTEA district offices by the 15<sup>th</sup> September 2025.

**Submission Deadline:** 30th September 2025 @ 16H00

#### **4.2. GUIDELINES – GRADE 11 HOSPITALITY – HOSPITALITY BUSINESS PITCH CATEGORY**

The Hospitality Business Pitch Category is designed to develop entrepreneurial thinking by developing a hospitality-based business idea that reflects innovation, community impact, and sustainability. This task will simulate the real-world process of pitching a hospitality venture.

Learners will be expected to create an original mini business plan and pitch for a small hospitality enterprise (e.g. a food truck, pop-up café, or local guesthouse, etc.). The mini business plan should include the name, logo, and slogan, vision and mission, target market, menu concept or service offering, sustainable and local sourcing practices, and basic cost or start-up estimate.

Learners will be encouraged to develop and deliver a pitch presentation (10 minutes) with visuals (e.g. poster, digital slides, or mood board) of their entrepreneurial venture.

##### **Elements of a Hospitality Business Pitch:**

1. **Business Concept:** The concept should comprise of the name, theme, and type of hospitality venture (e.g. guesthouse, food truck, catering service).
2. **Vision & Mission:** The concept should include the purpose of the business and what it aims to achieve within the hospitality/tourism sector.

3. **Target Market:** The learners should be able to describe the primary customer (e.g. tourists, locals, youth, professionals).
4. **Service Offering or Menu Idea:** The learner must demonstrate key food/service offering or theme (e.g. vegan buffet, indigenous buffet, heritage foods, etc.).
5. **Sustainability Practices:** In keeping with the UNWTO World Tourism Day theme, learners should be able to describe sustainable practices that will be undertaken by the venture (e.g. eco-friendly packaging, sourcing local ingredients, waste reduction, energy saving, etc.).
6. **Brand Identity:** Learners are expected to develop a logo, slogan, colour scheme, and style for their business.
7. **Marketing Ideas:** Learners must demonstrate an understanding of how they would disseminate information about their offerings and services.
8. **Basic Start-Up Cost Estimate:** Learners must list and estimate costs that would take to start and run the business (e.g. equipment, supplies, setup costs, etc.).

#### **Entry Requirements:**

- Province of KwaZulu-Natal
- Competition only open to Grade 11 Hospitality Learners
- 3 entries per category per school
- Competition is closing on the **30th September 2025**.

#### **Competition Rules:**

- Complete the iNgakithi Tourism Schools Competition entry form.
- Learners must deliver a ten (10) minutes pitch of their original business idea on a video recording.
- Prepare and submit visuals (e.g. poster, digital slides, or mood board) that will accompany the pitch.
- Written business pitch summary (max 2 pages)
- All entries should be submitted electronically to iNgakithiTSC@kznedtea.gov.za and only electronic entries will be accepted.
- Entries can also be submitted to Subject Advisors before the 15<sup>th</sup> September 2025.

- Alternatively, those who have challenges can submit their entries to EDTEA district offices by the 15<sup>th</sup> September 2025.

**Submission Deadline: 30th September 2025 @ 16H00**

#### **4.3. GUIDELINES – GRADE 11 CONSUMER STUDIES - HEALTHY LIFESTYLE MEAL PLAN (FULL DAY)**

The Healthy Lifestyle Meal Plan Category is a call to action encouraging young people of KwaZulu-Natal to Eat Smart and Live Well. This category invites consumer studies learners to apply meal planning skills by designing a nutritionally balanced, budget-conscious, full-day meal plan tailored for a person living with diabetes.

Learners will be expected to choose a target individual or lifestyle (e.g. physically active teen, learner with food allergies, budget-conscious household) and design a full-day meal plan which will include breakfast, lunch, dinner, and two (2) snacks. Learners are expected to outline the nutritional breakdown for chosen ingredients, a sample recipe for one meal, costing estimate, food-based dietary guidelines reference.

##### **Elements of the culinary competition:**

1. Target Profile or Lifestyle: Learners must define for whom the meal plan is designed.
2. Full-Day Meal Plan: The meal plan must include five (5) eating occasions which include breakfast, mid-morning snack, lunch, afternoon snack, and dinner.
3. Nutritional Considerations: Learners must ensure the use of food-based dietary guidelines with variety, colour, nutritional value, and balanced inclusion of food groups.
4. Sample recipe: Learners must develop a recipe for one of their dishes from the plan (include ingredients, method, yield, serving size)
5. Costing Estimate: Learners are expected to price meals based on local shops or markets (can use per person or per portion format)



6. Sustainability Insight: Learners may include tips on reducing food waste, choosing seasonal foods, indigenous ingredients, or eco-friendly packaging.
7. Learners are to be assessed on one element of the menu (lunch) based on the menu submitted to include an ingredient (*yangakini / your area*) that distinguishes you from the rest.

### Entry Requirements:

- Province of KwaZulu-Natal
- Competition only open to Grade 11 Consumer Studies Learners
- 3 entry per category per school
- Competition is closing on the **30th September 2025**.

### Competition Rules:

- Complete the iNgakithi Tourism Schools Competition entry form
- Learners must submit a handwritten or typed A4 document (max 3 pages) which is easy to read, and well-organised.
- Nutritional information, costing, and recipe must be clearly outlined
- Learners are encouraged to use and submit a visual layout or a chart or food illustrations
- All entries should be submitted electronically to [iNgakithiTSC@kznedtea.gov.za](mailto:iNgakithiTSC@kznedtea.gov.za) and only electronic entries will be accepted.
- Entries can also be submitted to Subject Advisors before the 15<sup>th</sup> September 2025.
- Alternatively, those who have challenges can submit their entries to EDTEA district offices by the 15<sup>th</sup> September 2025.

**Submission Deadline: 30th September 2025 @ 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 2026, please regarding the entry as unsuccessful.



iNGAKITHI TOURISM SCHOOLS COMPETITION - ENTRY FORM 2025/26	
<b>UNWTO WORLD TOURISM DAY 2025 - THEME: "Tourism and Sustainable Transformation"</b>	
<b>Tick the relevant entry category:</b> <input type="checkbox"/> Drawing Category <input type="checkbox"/> Hospitality Business Pitch Category <input type="checkbox"/> Healthy Lifestyle Meal Plan Category	
<b>Name of your District:</b> <b>Name of School:</b> <b>Name of School Principal:</b>	<b>Municipality -</b> <b>Town/City -</b> <b>Location -</b> <b>Ward -</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>Gender:</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 drawings, videos, presentations, posters, mood boards, meal plans, and charts have been 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 complete, sign and email your entry form with related submissions to:

Email: [iNgakithiTSC@kznedtea.gov.za](mailto:iNgakithiTSC@kznedtea.gov.za) on or before the **30<sup>th</sup> September 2025**

<b>Date Received by Edtea:</b>	<b>Entry Number:</b>
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## EDTEA DISTRICT OFFICES

NAME OF DISTRICT	PHYSICAL ADDRESS
<b>AMAJUBA DISTRICT</b>	43 Harding Street, Newcastle, 2940
<b>ETHEKWINI METRO</b>	8 <sup>th</sup> Floor Marine Building, 22 Dorothy Nyembe Street, Durban, 4000
<b>HARRY GWALA DISTRICT</b>	Ground Floor, 139a Margaret Street, Trigon Place, Ixopo
<b>ILEMBE DISTRICT</b>	Cnr. Main Rd (R102) and Link Road, Stanger, (Opposite Fire Station)
<b>KING CETSHWAYO DISTRICT</b>	Lot 61137, Vledvlei, Richards Bay, 3900
<b>UGU DISTRICT</b>	46 Bisset Street, Port Shepstone, 4240
<b>UMKHANYAKUDE DISTRICT</b>	Mzozozolo Avenue, Mkuze, 3969
<b>UMZINYATHI DISTRICT</b>	26 Beaconsfield Street, Dundee, 3000
<b>UTHUKELA DISTRICT</b>	73 Murchison Street, Ladysmith. 3370
<b>ZULULAND DISTRICT</b>	251 Utrecht Street (Corelo Centre), Vryheid, 3190

## HEAD OFFICE

## DEPARTMENT OF ECONOMIC DEVELOPMENT, TOURISM & ENVIRONMENTAL AFFAIRS

## TOURISM DEVELOPMENT OFFICES

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