**MEDIA ADVISORY**

**PROMOTING TOURISM AS A CAREER OF CHOICE**

**Bloemfontein:** On the 14th September 2018, through the Provincial Tourism Schools Competition, Departemnt of Economic, Small Business Development, Tourism and Environmental Affairs (DESTEA) will select and prepare 8 learners to represent the Free State Province for schools competition during the National Tourism Career Expo (NTCE) to take place in North West, Sun City from 28th – 29th September 2018.

NTCE is a platform initiated by National Department of Tourism (NDT) in partnership with CATHSETTA, and the host province. It is a platform that seeks to promote among others growth and development of the tourism sector by promoting tourism as a valuable and vibrant career of choice mainly to youth.

The Expo offers various platforms where both learners and educators can participate. Schools competition is one of the platforms offered during the Expo with the following categories:

* **Tourism Public Speaking:** The topic for public Speaking is “Entrepreneurial Opportunities in the Tourism Industry”
* **Hospitality:** The 2018 theme for Hospitality Studies competition is “Prepare a 3 novelty cake relevant to Proudly South African”
* **Consumer Studies:** The 2018 theme for Consumer Studies competition is “Produce a product for a fundraising project for Heritage Day”

Schools competition start at district level and continue to provincial level where learners compete to represent the province during the National Tourism Career Expo.

The details of selecting and preparing learners is as follows:

**Date:**  Friday, 14th September 2018

**Venue:** Navalsig High School, Bloemfontein

**Time:** 09:00-15:00

Platforms like these encourages participation of previously disadvantaged communities in this growing sector. It further creates a platform for tourism curricula experts to share information and knowledge with academic institutions creating job opportunities for unemployed tourism graduates.

**Members of the media are invited to attend.**

**Issued by:** **Department of Economic, Small Business Development, Tourism and Environmental Affairs**

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