



**tourism**

Department:  
Tourism  
**REPUBLIC OF SOUTH AFRICA**

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## **National Department of Tourism “Youth in Tourism” Business Breakfast in Partnership with Proudly South African**

**10 June 2013**

In commemorating 37 years since the youth of South Africa took to the streets in protest to the offering of Afrikaans as a medium of instruction in black schools, the National Department of Tourism (NDT) in partnership with Proudly South African (Proudly SA), this morning hosted a Business Breakfast at the Capital Hotel School and Training Academy, in Arcadia, Tshwane. This partnership recognizes that the youth of today is facing a different struggle, that of economic emancipation, access to quality education, unemployment, substance abuse and HIV/AIDS.

The Capital Hotel School boasts young chefs and Sommeliers' trained by the NDT as part of the Expanded Public Works Programme, which is aimed at eradicating poverty and provide income relief through temporary work for the unemployed to live a decent life.

Addressing guests, Advocate Leslie Sedibe, Chief Executive Officer of Proudly South African, focused his speech on the five key pillars which ensured the successful delivery of the 2010 FIFA World Cup. “Infrastructure development, job creation, country branding – we needed to rebrand South Africa (a country alive with possibility), continent branding – no longer will the world talk negatively about Africa, and Tourism. Issues around poverty are key; hence we need to align ourselves to the Millennium Development Goals to eradicate extreme poverty and hunger”, he said.

“Whatever sector we find ourselves in, particularly in Tourism, take pride in South Africa and what it has to offer. I would like to encourage guests/business to support the local tourism industry and travel local. Keep flying the flag and speak positively about South Africa”, he concluded.

Taking the stage to deliver the keynote address, Deputy Minister of Tourism Ms Tokozile Xasa expressed her appreciation to Proudly SA and Advocate Sedibe, for partnering with NDT for this occasion, and his passion for South Africa. She also recognised the few of the 500 chefs who are trained by the NDT, for the preparation of the food that was served at the breakfast. “This event serves to explore further opportunities that the sector, with all its partners and entities can offer to the youth of this country. As we form part of the commemoration of the June 16 youth, we need to showcase what we are doing to contribute to this year’s theme.”

She indicated the need for Tourism industry to integrate its work with other sectors and not work in silos, in order to alleviate the joblessness and poverty. She impressed on the youth to set their minds in becoming entrepreneurs and creating jobs for other young people.

“We have, as the NDT, embarked on a programme called the National Tourism Career Expo (NTCE), which seeks to address the issue of skills development and exposure to job opportunities. Since we’ve started with the NTCE in 2008, more than 56 000 youth have passed through this expo. This is our pool where we expose our youth to the Tourism Industry.

Also forming part of the speaker's list was Ms Mahlatsi Ndlovu, Deputy Director in Strategic Partnership and Customer Care at the Department of Trade and Industry (**the dti**), who gave a presentation on the department's incentive schemes that **the dti** offers.

Ms Lisa Ann Hosking, General Manager: Operations at the Tourism Enterprise Partnership (TEP), as well as Ms Moipone Ntseke, the owner of Star Born Creative Designs spoke on behalf young entrepreneurs.

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