



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

MEDIA ALERT

ADVANCING REGIONAL TOURISM GROWTH THROUGH YOUTH EMPOWERMENT

11 MARCH 2024

The Department of Tourism will host policy influencers and implementers from various African countries at a workshop to share best practice on the advancement of regional tourism growth through the empowerment of the youth.

The Tourism Best Practice Workshop is held annually, and it is a mechanism to implement existing bilateral agreements between the Department and its African counterparts.

Themed “Empowerment of Youth in Tourism,” the deliberations will strive to identify and share strategies to stimulate tourism growth through the up-skilling of the youth, whilst outlining ways to strengthen cooperation and integration on the African continent.

Data from the World Travel and Tourism Council (WTTC) and the Sustainable Global Tourism Centre reveals that Travel and Tourism’s share of youth employment has grown from 6.4% in 2010, to 8.2% in 2021. The increase in youth employment highlights the need for high-quality jobs to make tourism an attractive sector for the youth to develop sustainable careers.

MEMBERS OF THE MEDIA ARE INVITED TO DAY 1 OF THE WORKSHOP:

DATE : Wednesday 13 March 2024
VENUE: Protea Hotel – Fire and Ice, Menlyn Pretoria – Gauteng Province
South Africa
TIME: 08h30 for 09:00

Members of the media can **RSVP by 12h00 on 12 March 2024 to : Mr. Thabo Segakweng on Tel: 081 267 4665 or e-mail on Tsegakweng@tourism.gov.za**