

## PRESS RELEASE – YOUTH IN TOURISM

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**17 June 2016**

Msunduzi Tourism hosted a Youth in Tourism event on the 15<sup>th</sup> of June as a way of commemorating June 16 - Youth Day. The event was aimed at empowering and inspiring today's youth into joining the Tourism sector. The event was attended by various entrepreneurs and leaders in the hospitality and tourism sector. Economic Development Portfolio Chairperson Cllr Eunice Majola opened the session by sharing a few thoughts with the youth. She referred to the month and the significance of hosting an event like this during at this time. She touched on the opportunities that the government has provided for young people to enrich their lives and that it is all up to the youth to explore these opportunities. She referred to today's youth as being vibrant and energetic therefore must channel these attributes towards the right direction.



**Cllr Eunice Majola**

The Director of the Msunduzi Pietermaritzburg Tourism Association Mr Mhlongo was among the speakers who referred to the tourism industry as having stood the test of time. Mr Mhlongo went on to further encouraged and urged tourism students to not focus on being employees within the sector, but be the drivers of change.



**Mr Dumisani Mhlongo**

One of the entrepreneurs, who attended the event, is Director and CEO of Ilawu, Mr Sipiwe Ngcobo. He also shared some valuable information with the guests in that "Tourism is not about selling luxury tangibles, but is also about selling experience."



**Mr Sipiwe Ngcobo**

**A tour to the Msunduzi Museum and the Old Prison Museum took place on the same day.**







**Regards,  
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