



Commendation

(in the framework of the TOURA D'OR 1990 contest)

Category: Tour Operators/Airlines

Vietnam smiles again

(Dokumentar-Film AG, German, 25 minutes)

In the three TOURA D'OR contest criteria, the jury awarded 60 out of a possible 132 points to the film *Vietnam smiles again*.

The view behind the tourist scenes *was* met to the highest degree as one of the contest criteria; the aspect of promoting forms of tourism with minor negative impacts on people, society, culture and nature was the least effectively presented.

Effective scenery footage and insights into everyday life in Vietnam, which is otherwise known only through reports on war and crisis, bring the viewer closer to this country in the so-called Third World.

At times, the film tries to place the burgeoning international tourism within the political and economic context of the host country.

Although the film foregoes establishing closer relations with the people of the host country (undoubtedly due to external influences) and omits the tourists themselves, it appears suitable with a view to making the viewer curious and encouraging a friendly and positive attitude towards the country.

(In certain sequences, the film lacks actual listening and observing. The title seems to be taken too literally; people tend to provide as backdrop of smiling faces. At certain parts, the commentary seems too emotional.)