



TOURA D'OR 1992

Category: Tour Operators/Airlines

Dalyan – the Problem with Paradise

(Medok-Medienproduktion Engler + Trottnow, German, 28 minutes)

In the three TOURA D'OR contest criteria, the jury awarded 86 out of a possible 120 points to the tourist information film *Dalyan - the Problem with Paradise*.

Dalyan - the Problem with Paradise shows a successful and courageous approach to presenting ecologically aware, environmentally sustainable and socially responsible forms of tourism.

The southern coastal region of Turkey, which is designated as a nature reserve, is clearly suffering from the conflict between tourists bringing in foreign currency and the need to protect the natural environment, particularly the turtles in the Bay of Dalyan. The film provides relevant background information in a descriptive and detailed way.

Exceptional photographic footage of nature and animal sightings testify to the rare flora and fauna in the region and also make clear why part of the area was given protection status; however, the same means are also used to promote tourism in this region. Rules of conduct for tourists alone are not sufficient to resolve this contradiction. In this respect, political solutions would be required.

The support provided by the tourism industry for the production of *Dalyan - the Problem with Paradise* demonstrates the current efforts of active confrontation of tourists with the negative impacts of tourism on the environment, even after they have made a purchasing decision.