



TOURA D'OR 1992

Category: Tourist Boards

Discover Jamaica

(FSP-Frankfurter Studio- und Programmgesellschaft mbH, German, 15 minutes)

In the three TOURA D'OR contest criteria, the jury awarded 88 out of a possible 120 points to the tourism promotion film *Discover Jamaica*.

Discover Jamaica invites travellers to take a good look at the country and its people during their holidays. It gives the traveller something to think and talk about, and prompts the viewer to have an inquisitive look around in Jamaica. It encourages contact with the population and encounters with the everyday life on this Caribbean island, which is presented in a friendly and positive manner. On the other hand, one of the main issues in the film is the need for the host population to deal with foreigners.

The photographic subjects are well presented, attractively illustrated and supported by interesting local music.

While the film makes repeated references to the identity of the Jamaicans, - without pointing the finger - their everyday living conditions are given insufficient coverage in the documentary sequences of the film. The bold presentation of diverse hotels in the middle of the film comes as a disturbance.

All in all, despite some imperfections, *Discover Jamaica* is a successful tourism promotion film, which methodically encourages discussion and debate with the country and its people. In particular, when compared to its predecessor, the promotional film *The Hidden Treasure*, *Discover Jamaica* shows a clear progress along the line of the TOURA D'OR criteria.