



## **TOURA D'OR 1992**

**Category: TV Stations/Publishing Houses**

**Senegal – Alternative Tourism**  
(SDR-Redaktion Ausland, German, 14:47minutes)

In the three TOURA D'OR contest criteria, the jury awarded 104 out of a possible 120 points the tourist information film *Senegal - Alternative Tourism*.

This film compares two types of holiday - integrated village tourism and traditional club holidays. Village tourism is presented as a successful example of socially responsible and environmentally sustainable tourism; the village inhabitants benefit directly from the financial gains, the guests can get to know the everyday life in the village, encounters and communication are encouraged and local resources are used in a sensible way.

By looking behind the tourist scenes of the club, the working conditions of the Senegalese hotel employees become evident, as does the negative influence of tourism on the local youth. In the club, the guests are offered an entertainment programme which is little demanding.

The very extreme black/white contrasts between the holiday club and integrated village tourism seems to be a clear shortcoming. Too little factual information is given about the village project; and the tourists in the club are not asked to express their opinion. Despite these deficits, it is a successful documentary film on an interesting tourism project in the Third World, aimed at realizing responsible tourism.

*Senegal - Alternative Tourism* encourages reflection on the positive and negative impacts of tourism and invites viewers to try an "alternative" type of holiday.