



TOURA D'OR 1994

Category: TV Stations/Publishing Houses

The Road to the Club

(Per Schnell Filmproduktion, Südwestrundfunk / Teleglobus, German, 45 minutes)

Introductory remark: For the first time, two trophies will be awarded in this category, as two of the films submitted differ by only two points (90 and 92 points respectively) in the judgement.

Judging on the basis of the three TOURA D'OR contest criteria, out of a possible 105 points the documentary film THE ROAD TO THE CLUB was given 92 points.

This film tries to show the world of tourists spending their holidays in the Robinson Club in Bentota, Sri Lanka, as opposed to the everyday life of the local population. Encounters with the country and the people are rather secondary to the tourists staying in the club. Most important is their desire of experiencing relatively luxurious surroundings with a lot of sports facilities, and being able to 'switch off' and relax. Yet, it is possible to see the ceylonese everyday life: the home of several Singhalese people is being shown, and it is being pointed out how their lives have changed under the influence of tourism - both with regard to their economic situation as well as in socio-cultural terms. In this context, the problem of sex tourism is also mentioned.

The film encourages for encounters with the locals; the camera accompanies a tourist couple who was invited by a local employee at the club to visit his family. This is an example of how tourists can get involved in something unknown outside the club.

Even though the film now and then seems to paint a rather black and white picture, the existing contrasts between the tourists' leisure world and the hard everyday life of the local people become very clear without using long explanations.



TOURA D'OR 1994

Category: Tour operators/Airlines

Madagaskar – Faces of an Island

(KAOS Film- and Video Team, German, 35 minutes)

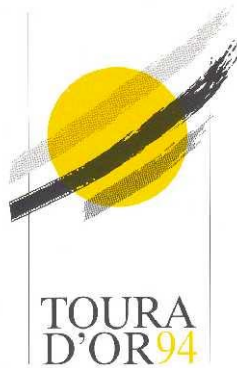
Judging on the basis of the three TOURA D'OR contest criteria, out of a possible 105 points the jury gave 81 points to the film MADAGASCAR - FACES OF AN ISLAND.

Individual people and regions are being presented in different portraits, reflecting the diversity of the island. Seven short stories give different insights into life on the island. The travel route takes the viewer to different places and sceneries. Individual inhabitants of Madagascar are being given a personal profile in the film. By giving information with a human touch, the film is suitable for awakening a friendly and positive attitude towards the country and its people. In particular, the statements of the Madagascans give an insight into everyday life.

The report takes a holiday route which is easy to follow, and at the same time gives background information about the life on the island.

The film MADAGASCAR - FACES OF AN ISLAND also indirectly promotes a kind of tourism which suits the country's conditions.

Despite the overall positive general impression, the film has some long drawn-out scenes and partly uses music which does not seem suitable.



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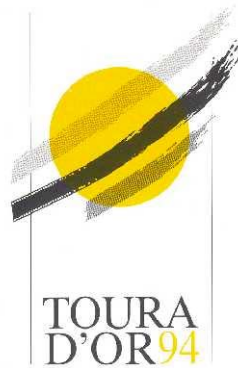
Turkey, For Example – A Critical Holiday Diary (VIA Film & TV, German, 45 minutes,)

Introductory remark: For the first time, two trophies will be awarded in this category, as two of the films submitted differ by only two points (90 and 92 points respectively) in the judgement.

Judging on the basis of the three TOURA D'OR contest criteria, out of a possible 105 points the report **TURKEY, FOR EXAMPLE - A CRITICAL HOLIDAY REPORT** was given 90 points. Using the example of a two weeks journey through Turkey, the film shows different aspects of a holiday. During the stay in a five-star hotel in a tourist centre, the tourists' course of the day is shown as compared to that of the local staff - a successful presentation of these two worlds. During a journey on public country busses through central Anatolia, there are encounters with the local people. Due to the use of diary accounts as a dramaturgical medium, the film gets a high degree of authenticity. Alternatives to holidays in the concrete towers of Antalya are also presented, e.g. holiday in an ecologically oriented hotel club.

In addition to the holiday diary account, background information is given about the country and the people, and about the development of tourism in Turkey. Comments by Turks on tourism and its influence on their country are included. There are reflections on the role of tourism as well as perspectives for different socially and environmentally sustainable forms of tourism.

The film encourages the viewer to reflect in a self-critical way. It shows a new way of experiencing travel by "observing without judging". The film takes a look behind the touristic scenes and promotes less damaging forms of tourism.



Commendation

(in the framework of the Special „Pedagogy“ Award of the Conference of non-commercial film distributors 1994)

Category: TV Stations/Publishing Houses

Man, Muck and Majorca

(WDR-Redaktion Religion, German, 28:30 minutes)

Judging on the basis of the three TOURA D'OR contest criteria, out of a possible 105 points the jury gave 78 points to the film MAN, MUCK AND MAJORCA.

Under the aspect of presenting a “particularly interesting, convincing, educational approach“, the film was awarded 23 out of a maximum of 35 points.

In MAN, MUCK AND MAJORCA, a group of youth leaders in the Protestant Church visit Majorca and meet local youth who - like themselves - are involved in the field of environmental protection. They talk together, discussing how tourism in Majorca could be less damaging, and what the individual tourist's contribution can be. Much time is being devoted to the problems of preventing rubbish and of disposal.

The young people visit the construction site of a new hotel being built in the interior of Majorca. This is meant to offer an alternative to the concrete blocks in the tourist centres on the coast. In addition, they interview a hotelier with regard to his efforts of running a hotel in an environmentally friendly manner. They also interview tourists of the same age concerning their motives of spending their holidays in El Arenal.

The views given by the local people are interesting, including those who are sceptical about the chances of a different kind of tourism.

The youth leaders see themselves as promoters of responsible tourism. The young people under their guidance are to them the tourists of tomorrow.



Special “Pedagogy” Award of the Conference of non-commercial film distributors

(in the framework of the TOURA D'OR 1994 contest)

Category: Informational Films and Documentaries

Walking The Holy Land

(VSO and Tourism Concern, 12 minutes, English, 2001)

Judging on the basis of the three TOURA D'OR contest criteria, out of a possible 105 points the jury gave 80 points to the film WALKING THE HOLY LAND.

Under the aspect of presenting a “particularly interesting, convincing, educational approach“, the film received 33 out of a maximum of 35 possible points.

The film shows a group of young students from Brandenburg on a visit to Israel. The young people are blunt and very direct in expressing their motives for the journey, as well as their experience in meeting the people of Israel. The group recognises the open kindness of the young Israeli generation towards the Germans, and learn from it. A conversation with a survivor of the Holocaust as well as a visit to the Yad Vashem memorial result in intensive analyses of an ill-fated part of common history, and connections and responsibilities become clear. The film sensitively shows the young Germans’ emotional consternation.

Through discussions with young Israelis in the military service, the young people also make efforts to improve their understanding of the political situation in the Middle East. “Before, I used to think that one side was guilty and the other was not. Now I know that everyone is a little right and a little wrong.“

The film convincingly shows what kind of self-critical reflections can be provoked in young people who undertake such a journey of encounters. At the end, the words of one of the female participants hit the point: “Now I really feel like intensely experiencing something like this in other places, too.“