



TOURA D'OR 1994

Category: TV Stations/Publishing Houses

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.