



## **TOURA D'OR 2000**

**Category: Information and Documentary Films**

### **A breath of a distant world – Eco-Tourism in Zanzibar** (A1 Plus Film Productions and ORF/3sat, German, 30 minutes)

The film "Der Duft der weiten Welt" (Breath of a distant world) gives a conspicuous and vivid view of history and everyday life of the Tanzanian island of Zanzibar. At the centre of the documentary is a co-operative programme between Austria and Zanzibar organised for the support of small projects in eco-tourism. The initiative is presented by the Austrian project director who explains the programme's mission, especially the eco-tourist concepts, which rest on the concept of "help to self-help". Eco-tourism is not only to be understood as tourism which causes as little damage to nature and the environment as possible, but also as tourism that fosters a deeper understanding between the island population and its guests. This concept is illustrated by the example of a group of tourists who are out to collect new impressions and experiences in various locations. The group comes into contact with project staff, who share not only stories about their personal circumstances but express also their views and hopes for the future development of tourism in Zanzibar. Conflicts and problems arising from the social, economic and political changes are approached freely and openly in the film.

"Der Duft der weiten Welt" (Breath of a distant world) meets the contest criteria of TOURA D'OR in a high degree: It lobbies for the kind of tourism which places the fewest burdens on people, society, nature and culture in Zanzibar, encourages travellers to look behind the tourist scenery and into the daily reality of Zanzibar, encourages contacts with the native population, and provides helpful hints for appropriate and adept behaviour in this cultural region. Moreover, the local people also have an active part in the film and tell of their circumstances and their daily lives. All in all the film encourages viewers to improve their knowledge of the country and of the subject of eco-tourism.

The film "Der Duft der weiten Welt" (Breath of a distant world) is being awarded the TOURA D'OR 2000 film prize, because it scored extremely high in all contest and supplementary criteria. In addition, the excellent cinematic presentation, music, tone and language do justice to the contents and message of the film.