



TOURA D'OR 2000

Category: Information and Documentary Films

Artesanalfishing and Eco-Tourism in Prainha do Canto Verde (DOK + video productions and nano / 3sat, German, 10 minutes)

In its documentary "Artesanalfishing and Eco-tourism in Prainha do Canto Verde", nano magazine in 3sat, showed how the community of Prainha do Canto Verde in Brazil has found a novel way to create new sustainable forms of business – in fishing and tourism. New ideas and organisational forms as well as the involvement and assistance provided by an European advisor have injected new life into the traditional fishing practices – supplemented by the kind of tourism that has been adapted sensitively to the natural environment and the culture of the local people. This community has deliberately opted for a different, more sustainable type of tourism than its neighbours, which practise highly commercialised types of tourism: Sustainability is the key to the future of Prainha do Canto Verde.

The magazine entry gives a convincing presentation of the village concept of Prainha do Canto Verde by delineating the sustained participatory development of the economy and tourism in the community with great competence and sympathy – interspersed with critical undertones and comments by the local population and experts. The film also shows the living situation of the people of the host country through their own words, which helps break established clichés and prejudices. The magazine entry stirs our curiosity and encourages us to take a look behind the tourist scenery of this fishing village and get in contact with the inhabitants. Thus, the film meets the contest criteria to a very high degree.

The film "Artesanalfischerei und Ökotourismus in Prainha do Canto Verde" (Artesanalfishing and Eco-Tourism in Prainha do Canto Verde) was awarded with the TOURA D'OR 2000 because it scored very high in all contest criteria and supplementary criteria. The film grips the viewer's attention through its authentic, plausible documentary approach and its dynamic, compassionate and poignant brevity.