



TOURA D'OR 2004

Category: Magazine and Service Contributions

With the Tuareg through Morocco
(Hessischer Rundfunk, Editorial service:travel, German,
28 minutes)

The TOURA D'OR 2004 has been awarded to the Magazine contribution *With the Tuareg through Morocco* by Julia Kipp, which was aired in the Service Magazine *Travel* of the Hessian Broadcasting Service (Hessischer Rundfunk). The film consists of various sequences of an organised desert tour through the Sahara, which are introduced and commented on by a moderator.

The Renard Blue Tuareg Project – which was awarded itself the TO DO! Prize for socially responsible tourism development in 2002 – offers guided tours in Morocco which are organised and operated by the Tuareg themselves. The film describes a camel expedition, during which the travellers become familiar with the living conditions in the desert by the indigenous guides. Thus, the travel group also learns about the daily life of the nomads and about the flora and fauna found in the area. The central importance of water for survival, and its supply and storage are clearly depicted. A visit to a school under construction in the middle of the desert gives a clear illustration of the use of project income collected from tourism.

Intermittent moderation and informational blocks provide further practical insights into the preparations and circumstances of such a the guided tour.

With the Tuareg through Morocco fulfils the competition criteria to a large degree, since it provides a perceptive and sensitive documentary account of a successful example of socially responsible and environmentally compatible tourism. The Tuareg guides and persons encountered along the way are treated with respect. The programme invites the viewers to get to know the country better and travellers are encouraged to venture on such a holiday.

In the view of the jury, a critical mention must be made of the fact that the programme does not sufficiently present the views of the local people, only descriptive commentary is provided, and the intermittent moderation appears too static. The editing and music are not fully convincing in some parts.