



**Special “Pedagogy” Award
of the Conference of Regional Film Services**
(in the framework of the TOURA D'OR 2000 contest)

Looking beyond the brochure
(Clear Focus Productions and Tourism Concern, English, 20 minutes)

"Looking beyond the brochure" is an informational film about tourism in The Gambia expressly intended for teaching use. The film is used in schools. Its core messages can also be applied to other long-haul destinations.

The film consists of three parts: it begins with a presentation of a classic package tour to The Gambia, using cliché shots customarily used in advertising spots: sun, sandy beaches, and hotel facilities. In the second part, the angle of perception is different: the local people talk about the effects of tourism in The Gambia and about their personal views of tourists. Various positions are expressed. This juxtaposition, together with the documentation of daily life in The Gambia, give the viewer a chance to gain new personal insights. The third part focuses on the possibilities: actual contact with the people, personal encounters, a sensitive type of tourism which is beneficial to both sides.

The Conference of Non-Commercial Film Distributors awarded this year's special "Pedagogy" award to "Looking Beyond the Brochure", because the film is a deliberate effort to make the issue of "long-haul tourism" suitable for use in education – also in the context of the teaching materials on the film. The film deals with the core issues of long-haul tourism and strongly promotes greater knowledge and consideration of the different viewpoints and opinion surrounding the issue. The use of catchy phrases such as "Our holiday destination is someone else's home" or "Holidays give us a chance to enrich our lives and learn about the world" have a thought-provoking effect on the viewer.