



TOURA
D'OR17

FILM CONTEST

Sustainable Tourism

Deadline for application: 30 September 2016

www.tourador-contest.org

Conditions of participation – page 1

- 1 Audiovisual media influence the way people choose their travel destination. The TOURA D'OR honours film productions **which stand for a socially responsible, environmentally more compatible and sustainable tourism.**
- 2 In 2017 the TOURA D'OR called for entries for the 14th time. On the occasion of the ITB Berlin the award ceremony for the TOURA D'OR Film Contest for sustainable tourism will take place in March 2017. Tourism-related productions for the contest must **at least meet one of the following criteria:**
 - ▣ promote a kind of tourism that minimizes harmful effects on people, society, culture and nature of the host countries,
 - ▣ encourage travellers to look behind the tourist scene so as to better understand the everyday reality of the host countries,
 - ▣ encourage tourists to seek the encounter with the population of the host country on a basis of mutual respect,
 - ▣ assist people in adopting an appropriate and sensitive attitude towards the host country and its people,
 - ▣ illustrate positive examples of socially responsible, environmentally compatible and therefore sustainable tourism projects and tourism offers;
 - ▣ critically, yet constructively assess and deal with negative aspects and impacts of tourism.
- 3 The organizer of the contest is the **Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development)**. Partly since 1990 the contest has been supported by the following organizations/institutions:
 - ▣ Federal Ministry for Economic Cooperation and Development (BMZ), Bonn
 - ▣ Bread for the World - Church Development Service / Tourism Watch, Berlin
 - ▣ German Human Rights Film Award, Nürnberg
 - ▣ Non-profit Educational Programme North-South-Network of the Confederation of German Trade Unions, Düsseldorf
 - ▣ Commissioner for Integration of the Federal State of Brandenburg, Potsdam
 - ▣ ITB Berlin
 - ▣ Conference of Regional Film Services, Bonn
 - ▣ Naturefriends International/respect, Vienna
 - ▣ Staff Department Media, Archbishopric Cologne
 - ▣ ZDF – Second German Television
- 4 The following categories of tourism-related films are admitted for the contest:
 - ▣ Informational films and documentaries
 - ▣ Promotion films and advertising spots
 - ▣ Magazine and service contributions
 - ▣ Other kinds of productions (e.g. feature films, media centre-, youtube-, or blog- contributions)
- 5 Only technically excellent contributions on DVD or mp4-file in German or English language (respectively German or English subtitles) will be accepted.
- 6 The production/contribution submitted for the contest should have been completed in 2014, 2015 or 2016. Productions which have already been submitted to other contests are also accepted.

Conditions of participation – page 2

- 7 The entrant grants the organizer the right to present the submitted contest contributions in public within the framework of the contest and related to the award ceremony, to information and promotion events. This also includes the right to present the award ceremony short cuts on the TOURA D'OR-website of the Studienkreis. The organizer aims to make the awarded films accessible to broad public and reserves the right to establish and use further presentation platforms. The entrant holds the organizer harmless against any claims by third parties.
- 8 Awards will be given for the best performances in each of the four categories (item 4). The award consists of a trophy and a honorary certificate and will be presented to the person having commissioned or produced the contribution during the award ceremony at ITB Berlin in 2017. In the absence of prizeworthy entries no award will be made. A prize can also be given for specific achievements on the part of the film makers (author, camera, director).
- 9 In each of the categories mentioned in item 4, up to three productions can be nominated. The decision on the award is made by a jury. The jury comprises representatives of various fields (among others, adult education, journalism, tourism industry, tourism research, producers and film makers).
- 10 Applications for the submission of productions/contributions have to be forwarded together with the attached application form by **September 30, 2016** to

Studienkreis für Tourismus und Entwicklung e. V.
Bahnhofstr. 8
82229 Seefeld, GERMANY
Tel. +49 - (0)8152 - 999010,
Fax +49 - (0)8152 - 9990166

The applying participants should include a list of their other films/productions.
- 11 The contribution submitted is delivered at the entrant's own costs and risk. The organizer of the contest cannot be made responsible for any loss or damage whatsoever.
- 12 The award winners will be informed by the contest organizer by **January 31, 2017** at the latest.
- 13 With the application the entrant acknowledges the conditions of participation. Legal proceedings are barred.

For further information about the TOURA D'OR-Film Contest for sustainable tourism (e. g. awarded Films, laudatory speeches, press information, jury) see our website in German and English:
www.tourador-contest.org

We are looking forward to receiving your application!



TOURA
D'OR17

Organizer

TOURA D'OR Film Contest for sustainable tourism:

STUDIENKREIS FÜR TOURISMUS  UND ENTWICKLUNG e.V.

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Supporting Organizations:

Gefördert von **ENGAGEMENT GLOBAL**

im Auftrag des **BMZ**  Bundesministerium für
wirtschaftliche Zusammenarbeit
und Entwicklung



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TOURISM WATCH

KdL

Konferenz der Landesfilmdienste
in der Bundesrepublik Deutschland e.V.




DGB BILDUNGSWERK


**LAND
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