

UN World Tourism Day 2024: Tourism and Peace Competition on Video/Short Film

Organized by the Sustainable Tourism Unit, Faculty of Arts, University of Colombo.

Competition Guidelines

To celebrate 'UN World Tourism Day 2024', the Sustainable Tourism Unit of the University of Colombo is pleased to announce a 'Video/Short Film Competition'. This competition is open to students from schools, hotel schools, and universities, aiming to explore the role of tourism in promoting peace, cultural understanding, and global harmony.

Eligibility Criteria

The competition is open to three categories:

Category 1: Advanced Level school students (A/L)

Category 2: Students from hotel schools (government and private institutions)

Theme

The central theme of the competition is 'Tourism and Peace – Inclusivity and Prosperity'. Participants are encouraged to creatively interpret the theme and demonstrate how tourism can serve as a powerful tool in fostering peace among nations and communities.

Submission Guidelines

- Duration
 - Maximum duration of the video/short film: 2 minutes
- Technical Specifications
 - Video Resolution: 1080p
 - Frame Rate: 25 fps
 - Bit Rate: 8 Mbps
 - Video Codec: H.264
 - Audio: 48000 Hz (192 kbps)
 - Audio Codec: AAC
 - File Format: MP4
- Number of Submissions
 - Each participant may submit one video clip.

Submission Deadline

All submissions must be received by 20th October 2024. Late submissions will not be accepted.

ADDRESS.

No. 94, Cumarathunga Munidasa Mw., Colombo 03,
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Submission Method

Submissions should be uploaded to the following google drive link using your school name as the file name. (Only one submission is allowed)

<https://forms.gle/TqS7Gr4w8huuKyyw5>

Judging Criteria

Films will be judged on the following criteria:

1. Relevance to the Theme: How well does the film express the concept of “Peace through Tourism”?
2. Creativity and Originality: Innovative approach to the theme and creative techniques.
3. Aesthetic Quality: The composition, visual treatment, audio design, and overall artistic and creative execution.
4. Message and Impact: The ability of the film to inspire, provoke thought, or promote peace.
5. Technical Quality: The technical aspects of the film, including video clarity, sound quality, editing, and overall production values, will be assessed to ensure they meet the required standards for professional presentation.

A panel of judges consisting of veteran film directors, tourism professionals and peace advocates will evaluate all entries.

Coordinator-Fathima Shanaz

Prizes

Attractive prizes for the First Place, Second Place and Third Place.

Special Mentions: Certificates and recognition for outstanding submissions in each category.

All winning entries will be displayed in an event scheduled to be held on 28th October 2024 at the Faculty of Graduate Studies that promotes peace through tourism (event organized by the Tourism Study Programmes of the University of Colombo Sustainable Tourism Unit in parallel to the Celebrations of UN World Tourism Day 2024)

Terms and Conditions

1. The submitted film must be ‘original’ and must not have been previously exhibited or entered into any other competition. A certification of originality is required, endorsed by one of the following authorities:
 - School students: Teacher In-Charge of the school
 - Hotel school students: Principal of the hotel school

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2. By entering the competition, participants grant the organizers the right to exhibit, reproduce, or publish the films in relation to the competition.
3. The decision of the judges is 'final', and no correspondence regarding their decisions will be entertained.
4. Participants retain the rights to their films; however, the organizers reserve the right to use the films for 'promotional purposes'.
5. Any submission that does not adhere to the theme or guidelines may be 'disqualified'.

For Inquiries

Please contact: Coordinator, Sustainable Tourism Unit, Faculty of Arts, University of Colombo, Cumaratunga Munidasa Mawatha, Colombo-03, Sri Lanka.

Contact : Mr. Ruwan Jayasundara (Event Co-ordinator/Master's Batch 2023)
0774332259/0703581704
Mr. Nalin Kannangara (Event Co-ordinator/Master's Batch 2023)
0760656556
Ms. Sakura Karunarathne: 0768605310 (Postgraduate Batch 2024)

Email : asitha@dit.cmb.ac.lk

We look forward to seeing your creative expression on how tourism can be a pathway to peace!

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