

# **Sensitizing Travelers through Images:**

## ***Video-competition for Bridging Cultures through Travel***

**Aim:** Sensitizing Young Travelers for Local Cultures

**Prize:** The winner(s) of the competition will:

- Receive a prize (100 euros voucher)
- Get their video published in all CultSense channels, including social media (with the permission of the winner).
- A “winner” certificate by the jury.

**Submission deadline: 1st of MAY 2023 at 23:59 (Central European Time).**

**Participation is free of charge. Submission of an entry will be taken to mean acceptance of the Competition rules and the Terms and Conditions.**

### **Timetable**

*Submissions open*

**10 MARCH 2023 at 23:59 (CET).**

*Submissions closed*

**1st of MAY 2023 at 23:59 (CET).**

*Jury Selection of the Winner*

**3 JUNE 2023 at 23:59 (CET).**

*Winners announced*

**15 JUNE 2023 at the end of the Bridging Cultures through Travel: From theory to practice - Conference by CultSense Project & ATLAS SIG Cultural Tourism**

### **General rules**

- Participants will upload an original video clip (between 2 and 3 minutes running) to meet the competition’s aim, following the competition rules.
- Each submission must submit a short descriptive text of 500 characters that must be uploaded along with the video. Text can be submitted in two languages: in English (compulsory); and in any other language.

- The video can be developed in any language with subtitles in English.
- The video can contain text, speech, conversation, or voiceover, and sound effects and music may be used if the participant has the right to use and disseminate it. The permission can be in an online form or audio and needs to be uploaded with the video submission.
- The video, text, and copyright will be submitted through the online submission form (Appendix A).
- The competition is open to citizens of all countries. All participants must be between 18-29 years old. The videos must be recorded in the countries of the participants or where the participants are residing as the aim is to capture *local experiences*.
- One participant may submit a maximum of **two** entries (an entry consists of one video clip, descriptive text, and permission file) in total in the competition. As each entry will be handled separately, there is a need to fill out the online submission form for each entry in case of more than one submission.
- Complete copyrights of the submitted material need to be uploaded, including sound effects and music if used. Competition submissions must not include endorsements of products or services or obscene, violent, racist, or defamatory content. Incomplete entries or entries that do not comply with the formal specifications will be automatically disqualified.
- Submissions may also not be accepted into the contest if the video spot in the entry *features* an identifiable individual who has not given their consent to appear, including the image features advertising or trademarks.
- Submissions must be mostly original. Additional materials can be used (with full copyright granted) as long as they are relevant to boost video impact.

### **Technical requirements**

Submissions must contain one video clip and one short accompanying text.

- *Video:* The submitted clips must be between **2-3 minutes long**. Submissions exceeding 3 minutes may be disqualified.
- *Resolution:* Videos must be uploaded as one single file of the highest quality (ideally, 1080p resolution).
- *File:* MP4, MPEG, or QuickTime/MOV.

- *Format:* The video should be displayed in a “landscape” format. Meaning, that the video can be recorded using a mobile phone, but rather than doing so vertically, they should do so horizontally. Of course, the use of a camera for recording purposes is encouraged.
- *Text:* Short title of the entry and a descriptive text of a maximum of 500 characters. The text can be in two languages, one in English and the other in any other language.
- *Language:* The video entry should be preferably in English, but the video can be in the competitor’s native language as long as the video includes English subtitles.
- *Teams:*
  - The competition can be entered individually or in teams of two (pairs).
  - Members should be within the ages established above in the General Rules (between 18 and 29).
  - Members should reside in the same country in which the video recording is taken place.
- *Content:* The video competition goes hand in hand with the Conference *Bridging Cultures through Travel: From theory to practice - Conference by CultSense Project & ATLAS SIG Cultural Tourism*; thus, the themes of the video should revolve around the same topics discussed in the conference. Namely:
  - *Cultural sensitivity and travelling*
    - Cultural sensitivity
    - Intangible cultural experiences
    - Social media for cultural sensitivity
    - Mobile Cultures
    - Empathy and emotions in travel
    - Multiple Belongings
    - Tourism encounters and emotions
    - Popular cultural expressions (music, festivals, dance, etc.)
    - Tangible and intangible heritage
    - Mindful tourism
  - *Student experiences and (intercultural) tourism education*
    - Intercultural education and communication
    - Bridging cultures through education
    - Enabling change makers and ambassadors for change
    - Erasmus / international exchanges
  - *Bridging cultures*
    - Art and gastronomy as a bridge for cultures
    - Cultural Institutions and bridging cultures
    - Spirituality for Bridging (religious) cultures
    - Diversity and Inclusivity
    - (Destination) Marketing, Place Branding as a bridge between cultures

### **Selection process criteria**

The selection committee will look for a creative, engaging, and inspiring submission.

Submission will be judged based on:

- Relevance to the competition topic;
- Creativity expressed;
- Technical ability.

The organisers and the committee reserve the right to remove any entries from the competition that they feel may breach any of the Competition rules and regulations<sup>1</sup> or may bring the competition into disrepute. Such submissions will be disqualified.

The winners will be notified by email.

### **Selection Committee:**

The committee is constituted of *five members*. Three CULTSENSE partners and two relevant invited guests from the tourism or video production field.

### **Copyrights**

The copyrighted materials submitted for this competition remain with the respective participants. However, each entrant grants CULTSENSE and its partners the right to use the submitted materials in its environmental communication crediting the copyright owners.

### **Confidentiality and protection of personal data**

For the processing of this competition, the CULTSENSE video competition observes the rules set in Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of personal data by Community institutions and bodies and on the free movement of such data (OJEU L 8 of 12.1.2001, p. 1).

No personal data is shared with third parties for direct marketing or activities that go beyond the scope of the video competition.

---

<sup>1</sup> By submitting a Competition Entry and participating in “*Sensitizing Travelers through Images: Video-competition for Bridging Cultures through Travel*”, the participant(s) agrees to abide by the rules and regulations of this competition (including any revisions, alterations and/or interpretation of these rules and regulations, as well as decisions made by the CultSense Project & ATLAS SIG Cultural Tourism).

## **Appendix**

### *A. Submission Form Configuration*

- Team Name
- Name of Participant Nr. 1
- Name of Participant Nr. 2 (if any)
- E-mail of Participant Nr. 1
- Country of Residence of Participant Nr. 1
- Academic Institution or Organisation of Participant Nr. 1
- E-mail of Participant Nr. 2 (if any)
- Country of Residence of Participant Nr. 2 (if any)
- Academic Institution or Organisation of Participant Nr. 2 (if any)
- By checking this option the participant, or chair of the team of participant(s), confirms on their behalf that they have read and accept the ‘Sensitizing Travelers through Images: Video-competition for Bridging Cultures through Travel’ rules. The team participant(s) give their consent to the use of this information in the exclusive context of the competition. The information provided by the participants will be kept by the CultSense Project Team for the duration of 5 years. You authorize the CultSense project team to publish your video in all CultSense channels (website, youtube and social media). All personal information which is not made public in the video by the participant(s) (e.g. e-mail, age) will remain private.