

Maspalomas Costa Canaria 2017

Tourist Communication Awards

The 2017 Tourist Communication Awards fostered by the International Tourism Forum of Maspalomas Costa Canaria highlight the journalistic work related with tourism in the Canary Islands. This second edition shall count with three different categories: audiovisual, digital and written media.

Among the key merits that the jury shall consider in order to value candidates, the following stand out: a constructive criticism contributing to improve the tourist industry, the spreading of positive aspects that tourism provides to its destinations also contributing to improve its social perception, the defence of such values as sustainability, authenticity and innovation of a destination, and the promotion of local, economic and social integration of tourist industry within its economy and society.

Rules can be downloaded from the Maspalomas Costa Canaria International Tourism Forum website: www.foroturismomaspalomas.com. Eligible papers for these awards must be works that have been published or spread in any media - written press (newspapers, supplements or magazines), digital media (online media and blogs), radio or television- between 1st November 2016 and 31st October 2017.

Published papers, videos and audios may be submitted in any of these four languages: Spanish, English, German or French. The aim of the organizing committee is to reward an individual article or piece of work for each category. Series, programs or careers shall not be considered.

Applications must be submitted before 23:59 hours of 31st October to the following e-mail address: premiocomunicacionturismo@gmail.com. Hence, a jury formed by professionals of the tourist and press industries, as well as representatives of the town council of St. Bartolomé de Tirajana and the Faculty

of Business, Economics and Tourism of the University of Las Palmas of Gran Canaria (ULPGC), shall decide the award-winners within a maximum period of one month.

Such decision shall be communicated during the hosting of the Fifth Maspalomas Costa Canaria International Tourism Forum, which shall take place on 14th and 15th December 2017. These awards are provided with 1,000 gross Euros for each of its three categories.

www.foroturismomaspalomas.com.

Maspalomas Costa Canaria Fifth International Tourism Forum

The Maspalomas Costa Canaria International Forum is organized by the Town Council of St. Bartolomé de Tirajana and by the Faculty of Business, Economics and Tourism of the University of Las Palmas of Gran Canaria.

This forum holds annually an ideal framework for exchanging opinions and experiences related to key concerns affecting the tourist industries and their possible solutions, also offering an opportunity to assess the tendencies which shall mark the future of this activity.

This fifth edition will include the hosting of two parallel events: an International Scientific Conference, which shall gather over a hundred speakers and experts presenting their researches on Integral Development of Tourist Destinations, and the Discussion Sessions, with round tables formed by worldwide specialists and professionals.

The consolidation and success of this gathering is gradually increasing, thus bringing together hundreds of experts in tourism every year in the main tourist municipality of Gran Canaria. As an evidence, from its beginnings their Royal Majesties, King Felipe and Queen Letizia of Spain, co-chair the Forum Honour

Committee in order to back up the Canary tourist industry in general and this event in particular with their support and commitment.

In this sense, the collaboration of the World Tourism Organization and the National School of Commerce and Management of the University of Ibn Zohr of Agadir (Morocco) also play a key role.

The greatest scientific forum for tourist professionals in the Canary Islands

Tourist Communication Award Rules Maspalomas Costa Canaria 2017

First.– Call for Tenders

1. The second Maspalomas Costa Canaria Tourist Communication Awards are called for this year 2017.

2. These Awards aim to reward and acknowledge the best works concerning tourist communication that have been published or spread in any media -being digital or conventional, radio or television- during this year that are related to or make some reference to tourism in the Canary Islands.

Second.– Award Categories

For this edition, the Awards shall have the following categories:

- 1.º) Written Press
- 2.º) Audiovisual: Radio and Television
- 3.º) Digital Media

Third.- Monetary Awards

The awards of this edition shall be provided with the following monetary awards: 1,000 € for each of the abovementioned three categories. These prizes shall be liable of a tax withholding according to Spanish tax regulation in force.

Fourth.- Applications

1. All professionals -regardless their nationality or residence- having published or spread their works at a local, national or international level within some of the categories of these awards between 1st November de 2016 and 31st October 2017 may submit their applications.

2. Additionally to Spanish, applications may also be submitted in these languages: English, German or French.

3. The authors may present their own proposals for each category.

4. An application must be submitted for each proposed work. Professional careers or a series of information shall not be considered, only an individual work shall be assessed for each one of the three categories. Breach of this rule shall automatically overrule applications.

Fifth.- Terms and Submission

1. Applications shall be submitted to the Organizing Committee of the Maspalomas Costa Canaria International Forum, using exclusively the following e-mail address for such purpose: premiocomunicacionturismo@gmail.com. Applications shall include a short summary describing what merits -according to the applicant- each professional work has in order to apply to the award of each corresponding category.

2. A copy of the page(s) of the media where such work was published (for Digital and Written Press categories), or audio, documentary or program files on their corresponding formats (for Radio and Television Categories) must be also enclosed. The formats for submitting works must be sent as follows:

- Written Press/Supplements/Magazines - .jpg or .pdf

- Digital Media and Blogs - link and copy on .jpg (snapshot) or .pdf (including link to website).
- Radio - .mp3
- Television - .mov .avi or .mp4

In those cases where register is not clear, the author, media reference and spreading date must be duly identified.

Tourist Communication Award Rules

3. Application due dates shall start on the following day of the publishing of this call for tenders and shall end on 23:59 hours of 31st October 2017.

4. Applications received before or after de abovementioned due dates shall not be accepted.

Sixth.– The Jury

1. A jury shall be formed in order to assess received applications and shall appoint the winners for each category.

2. This jury shall be appointed by the Organizing Committee of this Forum and shall be formed by professionals of the tourist and press industries, as well as representatives of the town council of St. Bartolomé de Tirajana and the University of Las Palmas of Gran Canaria (ULPGC).

3. All decisions from the jury shall be adopted by majority and their decision shall not be appealed. Awards may be declared null and void according to the jury's criteria.

4. The jury shall decide within a period of one month starting from the application deadline, and winners shall be announced during the hosting of the Fifth Maspalomas Costa Canaria International Forum, which shall take place during 14th and 15th December 2017.

Seventh.– Assessment Criteria

1. The jury shall assess all applications in accordance with their technical criteria, taking especially into account the following:

- exactitude during information processing.
- quality in writing or producing the information.
- perspective originality when informing.

2. Moreover, the following merits shall be considered by the jury when assessing applications:

- constructive criticism contributing to improve the tourist industry
- spreading of positive aspects that tourism provide to its destination also contributing to improve its social perception
- defence of such values as sustainability, authenticity and innovation of a destination
- and the promotion of local, economic and social integration of tourist industry within its economy and society

Eighth.- Transfer of Copyrights

Those authors winning the awards of Tourist Communication shall transfer, free of charge and on a non-exclusive basis- the copyrights corresponding to their works to the University of Las Palmas of Gran Canaria and the Town Council of St. Bartolomé de Tirajana, which may spread them under the Maspalomas Costa Canaria tourist brand. Such works shall also be included in the municipal file managed and coordinated by the Tourism Department of the aforementioned town council.

Ninth.- Personal Data Protection

Collected data shall be managed in accordance with the rules of this contest, and shall not be subject to any transfer or communication whatsoever to third parties.

According to regulation concerning personal data protection, all data provided shall be included in a computerized file which shall be responsibility of the

Maspalomas Costa Canaria International Tourism Forum, in order to duly manage the awards and fulfil the aims hereby specified in these rules.

Rights to access, amendment, cancellation and opposition may be exercised in accordance with regulation in force.

Additional information in:

www.foroturismomaspalomas.com.

<https://www.facebook.com/ForoMaspalomas/>

<https://twitter.com/ForoMaspalomas>

<https://www.youtube.com/user/foroturismo/>

<https://plus.google.com/116589319229652647165>

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