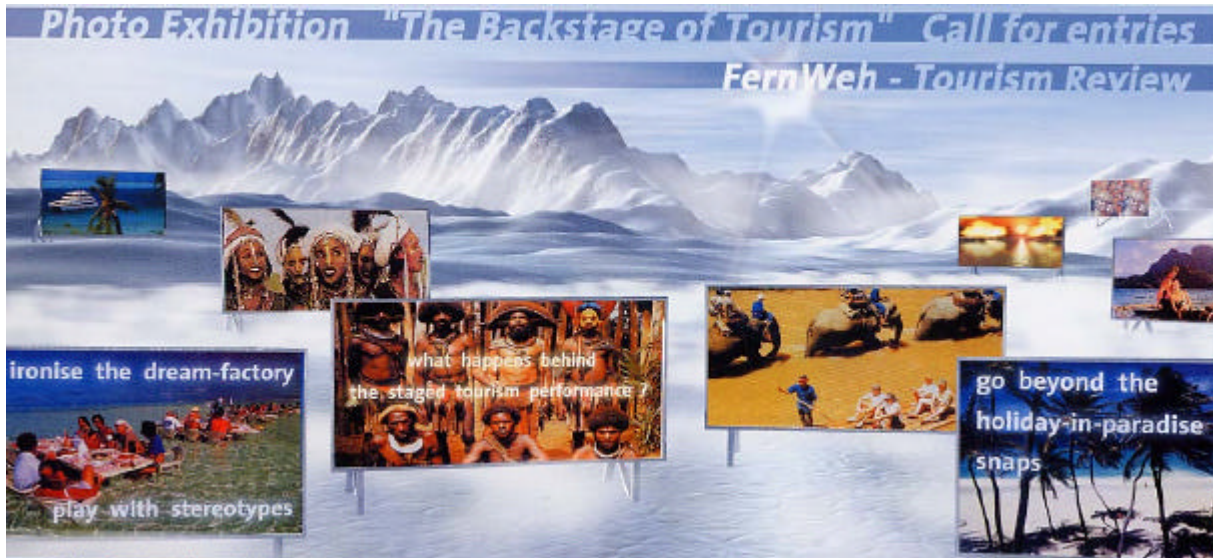


## Are you interested in discovering “the backstage of tourism”?

And do you like taking photographs?  
Why not participate in our photo exhibition:



*FernWeh - Tourism Review* is looking for photographs that go **beyond the usual holiday-in-paradise-snaps**. Instead we want to visualise the hidden aspects of tourism. What happens behind the curtain on the backstage of the tourist setting?

The transformation/destruction of nature and cultural landscapes through tourism development and the impact of this destruction on the lives of local people is one important aspect.

Another aspect is the **questioning of “western” stereotypes concerning “strange / exotic / archaic cultures”** (that we typically find i.e. in brochures of the tourism industry). People are often either represented as willing servants for tourists or as an idyllic background for a pristine nature setting. Or they are humiliated by tourists taking pictures of their poverty. Instead, we are looking for photographs that break/ironise these stereotypes.

We are convinced that a closer look behind the staged tourism performance will reveal very **different, personal perspectives**.

Furthermore, we believe that a **focus on “encounter” or “communication”** will visualise hierarchies in tourism and how people on both sides cope with situations of uneasiness, insecurity or feelings of inferiority/superiority.



### Interesting pictures could be photographs that:

- ❖ Show the strangeness/oddities of tourism settings
- ❖ Show the impact of tourism development on the lives of local people
- ❖ Show the opposition of tourists' leisure to locals' work
- ❖ Visualise intercultural encounters that occur in unexpected ways
- ❖ Reflect expectations of "meeting-people" and "making-friends"
- ❖ Show good / poor communication between tourists and locals
- ❖ Reflect cultural ascriptions, ionise the cultural gaze, play with stereotypes
- ❖ Show social hierarchies in tourism (i.e. tourists-locals-immigrants)
- ❖ Illustrate how tourism shapes social hierarchies
- ❖ Show strategies of locals to protect themselves from the behaviour of tourists

All these aspects may likewise be presented in a set of photos, which reveal different perspectives of looking at people, places or situations.

We also invite you to write a story about what happens on the backstage of tourism and visualise it (combination of photo and text).

Please send your photos with a title and a short explanation (i.e. place, idea...).

Acceptable are prints, slides or digital photos.

### Awards

- The best 15-20 photographs will be selected for an exhibition and internet gallery by a team of media and tourism experts.
- Prizes in cash or photo-equipment for the winning photographers.
- The 1<sup>st</sup> prize photographer will be invited to present his/her photo when the exhibition is launched in the summer of 2004.

### Perspectives

- A booklet to document the exhibition will be published.
- The exhibition will be presented in various countries in Europe (Germany, Austria, Switzerland, France)
- The photos will be for the use of FernWeh/iz3w only, however in case they are sold to other magazines or newspapers we propose to share 50/50 with the photographer.

**Deadline: 15th of April, 2004**

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