

## 5 Southern-bordered Provinces Tourism Media Contest

by Dr. Thanat Khoman ASEAN Studies Center, Prince of Songkla University

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Dr. Thanat Khoman ASEAN Studies Center, Prince of Songkla University has planned to organize 5 Southern-bordered Provinces Tourism Media Contest. This is an opportunity for interested Thais and foreigners to join the contest by sending the VDO presentations on 5 southern-bordered province tourist attractions which they are impressed. These VDO presentations will be media attracting tourists to experience lifestyles and learning community activities from tourism. Then, the tourists will be impressed and have cultural knowledge exchange with communities. Moreover, these VDO presentations can publicize local tourist attractions to the world. Furthermore, communities can preserve their beautiful cultures and upgrade tourism service standards.

### 1. Objectives

- 1.1 To publicize 5 southern-bordered province tourist attractions to the general public in Thailand and other countries
- 1.2 To attract more Thai and foreign tourists to 5 southern-bordered provinces
- 1.3 To provide an opportunity for interested people creatively to present their ability in media production to the generation public and publicize as the future promotional materials

### 2. Contestants' qualifications

- 2.1 Thai and foreign students and the general public are welcomed as the contestants.
- 2.2 The contestants can be individual or team. Each person (for the individual) or team is limited to submit only one work.

### 3. Work details and submission

- 3.1 There are 2 categories of submitted works: Short VDO Clip (1 minute or shorter) or Documentary (Unlimited length). The formats and presentation techniques are not limited.
- 3.2 The work title must be outstanding and reflect the work's concepts.
- 3.3 The contents must promote tourism in the 5 southern-bordered provinces (Satun, Songkhla, Pattani, Yala and Narathiwat)

3.4 The works must come from the contestants' original creativity without reproduction from others' works. The material must be used in the VDO clips without infringing copyright. If any copyright or intellectual property infringements occur, the contestants must be responsible for these.

3.5 The submitted works can be presented in the local languages but must have English subtitles.

3.6 The works' resolution must be more than 720-30p (1280 x 720 Pixels, 29.70fps) and be saved in AVI, MP4, WMV or MOV format.

3.7 These details are required to be specified in the work.

- Title
- Content
- End Credit
- Logo of Dr. Thanat Khoman ASEAN Studies Center, Prince of Songkla University (Link : <http://asean.psu.ac.th/logo>)

3.8 The committees reserve the right to reject to award any contestants if none of their submitted works meet the established criteria. The committees' judges are final.

3.9 The contestants are required to submit their works in 2 versions of file. One is the file with the English subtitle. The other is the file without the English subtitle. Then, these files are required to upload on Google Drive. After that, these Google Drive links are required to be saved and sent with the application form (specify "Contest works submission" as the e-mail subject) to [suwanon.c@psu.ac.th](mailto:suwanon.c@psu.ac.th) from today to April 26, 2019.

#### **4. The contest will comprise of 2 rounds.**

##### 4.1 Qualified Round

- Interested contestants submit their works to ASEAN Studies Center **within April 26, 2019.**
- The voting period for contestants' works will start from April 28, 2019.
- The voting period will be closed on May 8, 2019 at 16.00 hrs.
- The list of the qualified contestants will be announced on May 9, 2019.
- The qualified contestants will join the workshop on professional media production on May 11, 2019.

##### 4.2 Final Round

- The qualified contestants are required to resubmit their works **from May 13-32, 2019**. (It can be either the newly produced work or the upgraded version of the former works in the qualified round.)
- The voting period for newly submitted works will start from June 3, 2019.
- The voting period will be closed on June 14, 2019 at 16.00 hrs.
- The list of awardees will be announced on June 19, 2019.

## 5. Judging Criteria

Judging criteria are divided into 2 parts as follows.

- Work quality score (70%)
- Votes (30%)

## 6. Prize Details

Prizes are divided into 2 categories: Short VDO Clip (1 minute or shorter) and Documentary (Unlimited length).

- The first prize package comprising of 10,000-Baht bounty and an award token will be given to only one awardee.
- The second prize package comprising of 5,000-Baht bounty and an award certificate will be given to only an awardee.
- There will be 5 awardees of the honorary mention prize. Each of them will receive 2,000-Baht bounty and an award certificate.

## 7. Contest Conditions

- 7.1 Each person (for the individual) or team is limited to submit only one work.
- 7.2 The submitted works have never been the award winners anywhere.
- 7.3 The contestants agree to transfer the submitted work copyright to Dr. Thanat Khoman ASEAN Studies Center, Prince of Songkla University.
- 7.4 The committees' judges are final.